



Signal Analysis Fact Sheet: Foger

Product

Description: [Foger](#) is an e-cigarette brand associated in U.S. trademark [records](#) with Shenzhen Cacuo Technology Co., Ltd., Shenzhen Kakuqi Technology Co., Ltd., and Foger Hong Kong, Ltd., which is [identified](#) as the last listed owner. Public-facing manufacturer materials currently focus on the Foger [Switch Pro device kit](#) and [disposable pods](#), as well as the Foger [Bit 35K](#) disposable product line. The brand’s corporate and manufacturing structure in the United States is unclear. A “Texas Compliant” or “Built in USA” Foger [Switch Pro device kit](#) and [disposable pods](#) as well as Foger [Bit 35K](#) disposable products have been marketed through online retail channels in response to Texas legislation [SB 2024](#). In addition to retailer pages marketing Texas-specific Foger products, packaging for at least some of these items states “Built in the USA” and “Manufactured for FOGER DISTRO LLC,” and lists the official Foger website. Business-record [sources](#) identify Foger Distro LLC as a Texas domestic limited liability company filed on December 18, 2024, with a principal office in Houston. However, there is no clear regulatory or corporate documentation confirming U.S.-based manufacturing or the entity’s formal compliance status. [FogerVapes.com](#) functions as a retail website using the Foger branding; the site states it is an independent retailer and is not owned or operated by FogerTech or any manufacturer. Taken together, these materials suggest the existence of a U.S.-facing distribution entity tied to the Texas-oriented product line, while leaving the precise relationship among Foger Distro and the trademark-linked Foger entities unresolved.

The most distinctive Foger form factor is the **Switch Pro**, described as a “modular disposable” or split-style system composed of a 200 milliamper-hour (mAh) disposable pod and an 850 mAh charging dock/power bank for 1,050 mAh total battery capacity. The Switch Pro has a transparent tank, smart screen, adjustable airflow, 50 mg/mL (5%) nicotine strength, and up to 30,000 puffs in normal mode and 18,000 puffs in boost mode. The product description also states that replacing the pod while keeping the dock makes the system “more cost effective” and “more eco-friendly.” [Retail product pages](#) further describe the Switch Pro pod as prefilled with 18 mL of 5% (50 mg/mL) salt nicotine and featuring a built-in 200 mAh backup battery for limited use without the dock. Together, these



Source: <https://www.fogertech.com/>



Foger is an e-cigarette brand with a variety of device types, but their most distinctive product is the Switch Pro, a "modular disposable" with a reusable tank and disposable pods.

materials position the Switch Pro as a modular, partially reusable device that differs from a fully single-use disposable while still competing in the high-puff-count flavored e-cigarette market. The Foger **Bit 35K** is marketed as a more conventional disposable, while still emphasizing visible technology and performance, including a transparent tank, smart screen, adjustable airflow, dual-mode output, up to 35,000 puffs in normal mode and 25,000 puffs in boost mode, 50 mg/mL nicotine strength, and an 850 mAh rechargeable battery. The Bit 35K is also described as

incorporating "Bitcoin Design Elements" and a 3D curved display, giving it an overtly tech-themed and novelty-forward product identity.

Foger maintains an extensive "flavor" portfolio consistent with the flavored e-cigarette market, including fruit, icy/frozen, and clear/unflavored profiles. Public-facing product pages primarily list the following flavors: Berry Bliss, Blue Razz Ice, Blue Rancher B-POP, Blueberry Cotton Candy, Blueberry Watermelon, California Cherry, Cherry Bomb, Cherry Lemon, Cherry Slush, Chocolate Cupcake, Clear, Coffee, Cola Slush, Coconut Cupcake, Cool Mint, Dragon Fruit Lemonade, Dragon, Melon, Frozen Banana, Frozen Blackberry, Frozen Blueberry, Frozen Lemon, Frozen Pineapple, Frozen Watermelon/Frozen Watermelon Ice, Georgia Peach, Grape Slush, Gummy Bear, Gum Mint, Hawaiian Punch, Icy Mint, Juicy Peach Ice, Kiwi Dragon Berry, Meta Moon, Mexico Mango, Miami Mint, OMG B-POP, Orange Slush, Peach Slush, Pineapple Coconut/Pineapple Coconut Ice, Pink & Blue, Pink Lemonade, Purple Passion Punch, Red Velvet Cupcake, Sour Apple Ice, Sour Blue Dust, Sour Cranapple, Sour Fcuking Fab, Sour Gush, Sour Raspberry Punch, Strawberry B-POP, Strawberry Banana, Strawberry Cotton Candy, Strawberry Cupcake, Strawberry Ice, Strawberry Kiwi, Strawberry Slush, Strawberry Watermelon, Strawnana Ice Cream, Tobacco, Triple Berry Punch, Vanilla Cupcake, Vanilla Ice Cream, Watermelon Bubble Gum, Watermelon Cotton Candy, Watermelon Ice, White Gummy, and White Peach Raspberry. Notably, several of the Foger flavor names closely resemble those used by the popular e-cigarette brand Geek Bar (an overview of Geek Bar can be found [here](#)), suggesting that Foger's flavor strategy aligns not only with broader disposable-vape market trends but also with naming conventions used by major brands in the category. Press-kit materials provided by a Foger account linked to their official webpage depict an array of marketing materials, including a large, color-coded product map with matched device and package renderings, reinforcing the breadth of the flavor lineup and the brand's retail-ready merchandising strategy. Press-kit materials also appear to show coordinated package formats, display-style packaging, and larger shipping-carton visuals, further suggesting that Foger presents its products within a formalized retail and distribution framework.

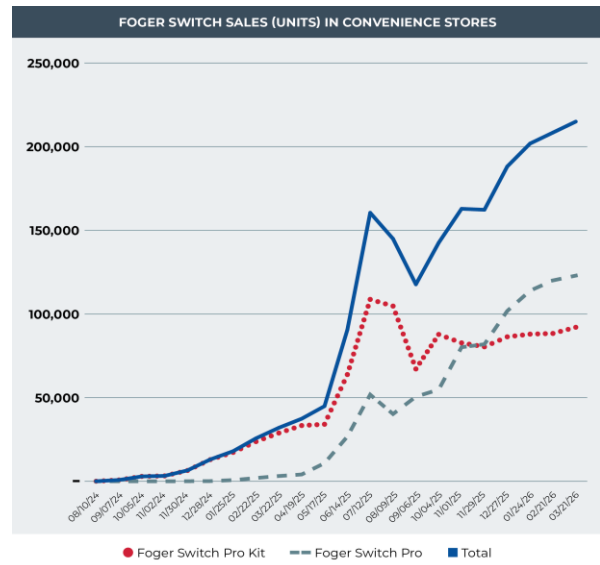
Promotion

Social Media: Foger has an active social media presence on [Facebook](#) (2.2k followers), [TikTok](#) (2,062 followers), [Instagram](#) (4,688 followers), and [YouTube](#) (1.87k subscribers). These accounts are linked on the website, and none appear to be age-gated. The YouTube account has over 400 videos totaling 669,538 views. Foger posts regularly on the brand's TikTok account, which has received 7,909 likes since October 2022.



Nielsen Market Scanner Data: Nielsen Convenience store scanner data show that only Foger Switch pro kits and pods are appearing in sales; there are no sales data for Foger Bit disposable devices. In Nielsen, the manufacturer and owner is listed as FogerVape, not FogerTech. As shown in the figure below, sales were first recorded in Nielsen in August 2024, but were relatively small until summer 2025, when sales of Foger device kits and Foger pods increased considerably. Notably, pods are an indicator of continued consumer use, and unit sales of pods have begun to outpace the kit in the last few months. Leading flavors are Strawberry Kiwi (kits and pods), Strawberry Watermelon (kits and pods), Pineapple Coconut (pods only), Gummy

Pod sales have recently begun to outpace kit sales, suggesting continued consumer use beyond initial device purchase.



Bear (kits only), Kiwi Dragon Berry (pods only), and Strawberry Banana (kits only). Lastly, from August 2024 to March 2026, Foger became available in an increasing number of convenience stores, as reflected in Nielsen data, with all-commodity volume (ACV) rising.

Target

Foger’s marketing, including its prominent use of flavors and social media, and its lack of effective age-gating, suggests that the brand targets young consumers. Triangulation across various data sources is consistent with this supposition. Nielsen and POS data indicate that Foger’s availability and sales are rising, though this appears to be a recent development, a pattern echoed in survey findings. Recent fieldings for the Rutgers Adult Omnibus Survey and the CRST Young Adult Cohort highlight Foger as a write-in brand. However, the scope of this is smaller than that of other data sources, which point to Foger becoming increasingly popular among young people. The first wave (February 2026) of the Rutgers Youth Omnibus Survey, a national, cross-sectional web-based survey using the Qualtrics panel of youth ages 14–18, asked youth reporting past 30-day e-cigarette use ($n = 652$) if they had a usual brand and, if so, the name of the brand. Those without a usual brand were asked to report the last brand used. Although Foger was not included in the prespecified response options, it was the most common write-in response, making it the fourth most common brand among those reporting a regular brand ($n = 42$; 10.8%). Among those reporting past 30-day e-cigarette use without a usual brand or who didn’t know if they had a usual brand, Foger was also the most common write-in response, making it the fifth most common brand among this group ($n = 9$; 3.5%). For both groups (i.e., past 30-day use with and without a usual brand), Foger surpassed several popular brands, including Vuse, Breeze, JUUL, and LOST MARY. Additionally, the [CDC Foundation’s TEEN+ study](#), fielded August–December 2025 and

Foger emerged as the most common write-in e-cigarette brand among past 30-day users in the Rutgers Youth Omnibus Survey.

conducted among a nationally representative cohort of U.S. youth and young adults, also saw prominent write-in responses of Fogger use. Specifically, Fogger ($n = 20$)/Fogger ($n = 15$)/Fogster ($n = 1$) were written in as a brand used in the past 30 days a total of 36 times by the approximately 1,500 youth and young adults (13–28) who reported past-month e-cigarette use. Fogger/Fogger was the most common write-in response, reflecting more than one-fifth of all 155 write-in responses.

While 'the survey data doesn't specify which Fogger product was used, we suspect the Switch Pro is the dominant product for a few reasons. First, a participant in the Young Adult Cohort commented, "Fogger vape[s] are becoming a lot more common, and I think a lot of people are transitioning to rechargeable vapes because of their longevity." Second, the Nielsen data documents only the Switch product. Lastly, this is supported by data from our youth tobacco products monitoring project, a volunteer survey of school professionals who upload images of tobacco and nicotine products being confiscated from U.S. middle and high school students. As of March 2026, we have received over 1,700 images from 27 U.S. states of more than 10,600 tobacco and nicotine products. We have received images of Fogger products from seven states: California, Colorado, Florida, Hawaii, North Carolina, Ohio, and Wisconsin. We first identified Fogger during the 2024–2025 school year, with a notable increase during the 2025–2026 school year; among 69 pod devices submitted during the 2025–2026 school year, 27 (39.1%) were Fogger. We identified both the Switch Pro pod device and the Bit 35k disposable Fogger brands in this sample, but as shown in the image, the Switch Pro is the most common. We identified 24 distinct flavors, including nine fruit flavors, five candy/dessert flavors, four with "ice" in the name, three mint flavors, two drink flavors, and "clear."



Source: Products collected from a California high school, 2025–2026 school year

Data presented in this signal analysis were compiled and analyzed in the spirit of rapid surveillance. The findings reported here are preliminary and subject to change. We thank the CDC Foundation for sharing their data from the TEEN+ survey and our community partners for submitting images to the Youth Tobacco Monitoring Project. If you have any questions about CRST's signal analysis of Fogger, or if you have encountered Fogger advertising or sales in your community and would like to share images or information, please visit tobaccocrst.org and scroll to the bottom of the page to contact us.