



Geek Bar

Shenzhen Geekvape Technology Co., Ltd.

This fact sheet updates CRST's three previous fact sheets on Geek Bar.

Product

Description: Geek Bar is an e-cigarette brand established in 2015 and owned by parent company Geekvape (i.e., Shenzhen Geekvape Technology Co., Ltd.), which also produces RAZ and Digiflavor vapes. Geek Bar is produced in partnership with the Guangdong Qisitech Co., Ltd. Qisitech operates a large “smart” manufacturing [facility](#) in Shenzhen, Guangdong, China. The most popular Geek Bar form factor adheres closely to the frequently emulated Elf Bar shape; however, alternate designs are offered, and Geek Bar Pulse features multiple vaping modes (e.g., pulse and regular). Geek Bar products are available in 0mg (0%), 20mg (2%), and 50mg (5%) nicotine salt concentrations, each with a power source ranging from 600mAh to 900mAh. Across our various data sources, we’ve noted over 100 “flavors.” Common flavors that appear in various series include these: Fcuking Fab, Miami Mint, Mexico Mango, Dragon

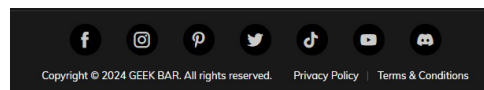


<https://www.geekbar.com/download.html>

Melon, OMG Blow Pop, Grape Blow Pop, Berry Bliss, California Cherry, Crazy Melon, Tropical Rainbow Blast, Meta Moon, Black Cherry, Blue Rancher, Grapefruit Refresher, Amazon Lemonade, Clear, and Orange Creamsicle. There are also “flavor” blends like Strawberry Mango, Strawberry Banana, Cherry Strazz, Raspberry Peach Lime, and Grape Lemon, as well as sour and icy/frozen variants such as Watermelon Ice, Blue Razz Ice, Juicy Peach Ice, White Gummy Ice, Sour Apple Ice, Sour Mango Pineapple, Sour Fcuking Fab, Frozen Strawberry, Frozen Pina Colada, Frozen Cherry Apple, Fuji Melon Ice, Colombia Coffee Ice, Banana Taffy Freeze, Triple Berry Ice, and Frozen White Grape. Seasonal “flavors” have included Spooky Vanilla and Haunted Blueberry for Halloween and Sunny Tart and Strawberry CC for the winter holidays. Geek Bar’s website highlights the brand’s emphasis on technological advancement and embraces high-tech space-age imagery (e.g., planets). Geek Bar Pulse in particular has boasted the “world’s largest display screen on a disposable vape” with a space capsule-inspired full-screen design with captivating LED lighting effects. Geek Bar Pulse flavors also innovatively leverage concept names resembling the zodiac (e.g., Pisces Black Cherry). Official marketing materials suggest numerous additional flavors may be in or planned for production.

Promotion

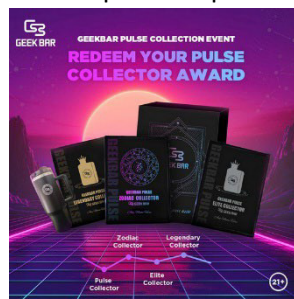
Geek Bar's website points to an active presence across multiple social media platforms, including [Facebook](#), [TikTok](#), [YouTube](#), and [Discord](#). In addition to these social media accounts being featured on Geek Bar's website, they also appear on Geek Bar's [linktree](#), which serves as a landing page for the brand's social media links. *None of these accounts appears to be effectively age-gated.* For example, Geek Bar's Discord account employs self-attestation and asks, "Have you reached the legal age to vape?" with only a "Yes" option, and its Instagram account states that you must be 21 to follow the account, but content is still visible. The brand's YouTube account has no age-gating but has 415 videos that have collectively been viewed over 7.4 million times. Geek Bar's original TikTok account, [@geekbartech](#), no longer exists, but the account [@geekbar.official](#) linked on its YouTube currently contains no content. According to [Pew Research](#), YouTube and TikTok are the top social media channels used by teenagers, with 73% of teens visiting YouTube daily, and six-in-ten visiting TikTok sites daily.



Geek Bar frequently introduces new devices and flavors on social media and/or its website. For example, the brand has recently announced upgraded models of popular devices, the [Pulse X2](#), [Pulse 2](#), and [Meloso Max 2](#), with new technological features and new flavors. While it is sometimes difficult to tell which products are sold in the United States, the new CLR model was [introduced on Instagram in March 2026](#) as "officially available in the United States" and subsequently identified in our Youth Tobacco Product Monitoring project in May 2026.



Geek Bar and its parent company Geekvape also appear to partner with influencers; Geekvape has been highlighted as an e-cigarette brand with one of the largest numbers of influencers. For example, Austin Lawrence—aka "Vape God"—has millions of followers on Instagram and has been [partnering](#) with Geekvape since 2019. Social media influencer [Byron Datau](#)—aka "a_kidz"—has over 170,000 followers on Instagram and has provided product reviews of Geek Bar. Geekvape actively recruits new TikTok influencers to promote its products by using a [form](#) advertised on its homepage as TikTok Program.



<https://x.com/geekbarvape/status/1795287331454509399>

Individuals apply by providing information about themselves and their social media reach (i.e., number of followers and average number of views). The form does not request the applicant's age. Benefits listed for accepted applicants include "paid collaboration opportunities, VIP perks, and product giveaways." Geek Bar encouraged the collection of its devices during the Pulse Collection Event via a [form](#) displayed on its landing page, as well as on its [social media](#) platforms, that ended in December 2024. In order to be eligible, an individual was required to purchase a specific quantity of Pulse devices, then post a picture of the devices on the Geek Bar Discord and on Instagram with the tags [@geekbarvape](#) and [@geekbar.official](#), after which the form requesting the "prize" (i.e., various gift boxes) could be submitted. As with the influencer form, the submitter's age was not requested. A newer feedback [form](#) linked on the brand website is called To Win Prize [sic] and requests feedback about the Pulse MINTZ series. The questions include opinions on product taste and future flavor requests, as well as the respondent's state of residence if in the United States, while including an age group response category of 18–24 years.

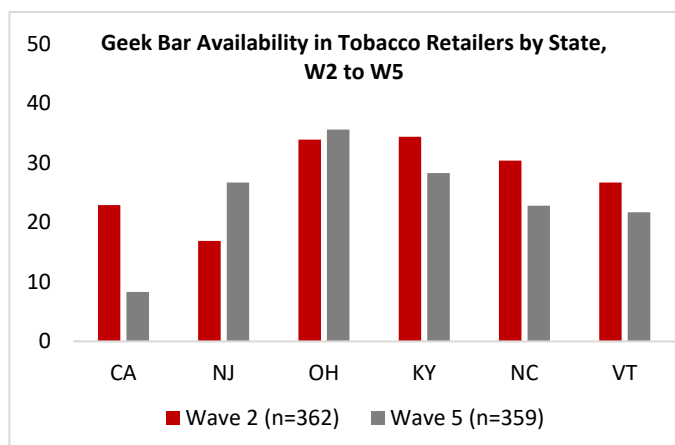
Geek Bar also uses social media to promote the brand's presence at music festivals [across the United States](#); in the latter half of 2024, [38.9%](#) of the brand's Instagram posts promoted festivals. These posts highlight the

brand's experiential marketing tactics, connecting product use to the electronic dance music (EDM) festival lifestyle; this is concerning due to the younger audience attracted by this type of music event. Evidence from posts shows that Geek Bar uses the booths at these events to let visitors [test vape products for free](#) and hand out branded swag.

Place

Geek Bar sales are occurring across a variety of channels, including online retailers, traditional convenience stores, and vape shops. Geek Bar has partnered with Happy Distro, a business-to-business vaping distributor. Geek Bar is also available on numerous online retail websites including [Vape Juice Depot](#), [White Horse Vapor](#), and [V-Puffs](#).

Our Point-of-Sale Monitoring in CRST's Sentinel States documented Geek Bar availability in tobacco/nicotine retailers in all six states. Geek Bar was first identified as a write-in brand of e-cigarettes in Wave 1 (January–April 2024) and was then included as a standard response option in subsequent waves. In Wave 2 (May–October 2024), Geek Bar was available in 99 out of 362 stores (27.3%), and by Wave 5 (January–May 2025), availability decreased slightly to 85 out of 359 stores (23.7%). In our most recent fielding (Wave 5), overall Geek Bar availability varied by state, ranging from 8.3% in California to 35.6% in Ohio.



Across waves, vape/tobacco shops consistently had high availability of Geek Bar (W2: 79.3%; W3: 74.5%; W4: 44.6%; W5: 66.5%) among stores selling e-cigarettes, followed by non-chain convenience stores (W2: 35.0%; W3: 42.5%; W4: 31.5%; W5: 30.8%). We also found Geek Bar available in liquor stores (W2: 33.3%; W3: 25%; W4: 20%;

Store Type Among Stores Selling Geek Bar, by State, W5 (n=85)

State	Vape/Tobacco shop	Non-chain conv.	Chain conv.	Liquor store	Gas kiosk
CA	4 (80.0%)	0 (0%)	0 (0%)	1 (20%)	0 (0%)
NJ	6 (37.5%)	7 (43.8%)	2 (12.5%)	0 (0%)	1 (6.3%)
OH	8 (38.1%)	4 (19.0%)	9 (42.9%)	0 (0%)	0 (0%)
KY	6 (35.3%)	3 (17.6%)	8 (47.1%)	0 (0%)	0 (0%)
NC	7 (53.8%)	5 (38.5%)	1 (7.7%)	0 (0%)	0 (0%)
VT	5 (38.5%)	5 (38.5%)	3 (23.1%)	0 (0%)	0 (0%)

W5: 25%) and chain convenience stores (W2:17.5%; W3: 20.7%; W4: 17.5%; W5: 17.7%). In Vermont, while vape/tobacco shops led in Geek Bar availability, the notable increase between Waves 2 and 3 was largely driven by growth in chain convenience stores (from 1 to 7 stores) and non-chain convenience stores (from 8 to 13 stores). New Jersey, however, saw growth in Geek Bar availability across a greater variety of store types, including vape/tobacco shops, non-chain convenience stores, chain convenience stores, and a gas kiosk.

In Wave 5, Geek Bar availability continued to vary across states but remained consistently higher in vape/tobacco shops. For example, in California, Geek Bar was available in five stores, including four vape/tobacco shops (80%) and one liquor store (20%). Similarly, in North Carolina, vape/tobacco shops accounted for more than half of all stores carrying Geek Bar (53.8%), followed by non-chain convenience stores (38.5%).



Analyses of monthly Nielsen market scanner data document the sudden emergence and success of the brand. Geek Bar sales in U.S. convenience stores as assessed by market scanner data date back to June 2023, but sales were minuscule. However, as shown in the figure, the brand's sales grew rapidly in 2024. By April 2024, Geek Bar became the third best-selling brand in the convenience store channel, behind long-standing market

leaders Vuse and JUUL. In our October 2024 Geek Bar Fact Sheet, we predicted that Geek Bar would overtake JUUL as the #2 brand in October if the average monthly percent changes continued. Indeed, that did occur, and Geek Bar retained the #2 spot until mid-2025. Starting in June 2025, Geek Bar sales began declining sharply. Sales fell from more than 4 million units per month in spring 2025 to fewer than 2 million units by fall 2025.



After growing sales and rising to the #2 top selling e-cigarette brand in convenience stores, Geek Bar sales declined in Fall 2025. Sales have picked up again, and the brand currently has the third highest market share in convenience stores, behind Vuse and JUUL.

The declines in sales are likely due to factors impacting the supply chain, including tariffs and federal and state policy and enforcement actions. Although changes in consumer preferences could impact market share, conversations on Reddit seem focused on a “Geek Bar shortage,” which has also appeared in comments on Instagram and TikTok posts. This decline was followed by a partial rebound rather than a continued collapse. After reaching a low point in fall 2025, Geek Bar sales increased steadily through early 2026, and sales then appeared to largely stabilize. Thus, while Geek Bar sales remained well below their spring 2025 peak, the brand continued to maintain a substantial presence in U.S. convenience stores through mid-2026 and is currently #3 for market share behind Vuse and JUUL.

Regional analyses of Nielsen data further suggest that Geek Bar’s rise was uneven across the United States. In population-standardized analyses examining regional quarterly sales data from 2024 through 2025, sales appeared greater and earlier in the U.S. South Central Census Division, as well as in the Mountain and East North Central Census Divisions, compared with the United States as a whole. Moreover, New England and the Pacific Census Divisions had much lower Geek Bar sales than the rest of the United States through much of the period. These patterns may reflect important regional differences in supply chains, distribution networks, enforcement activity, and consumer demand.

Target

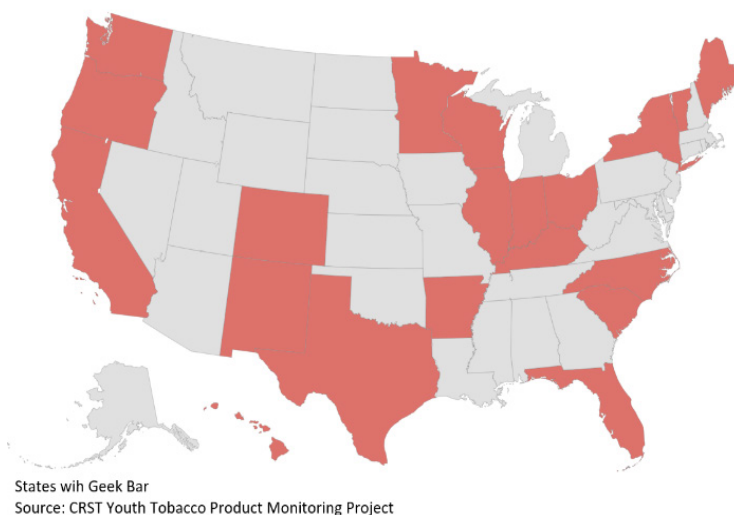
Geek Bar’s marketing, including the prominent use of flavors and leveraging social media, and its lack of effective age-gating suggest that the brand targets **young consumers**—including those under the age of 21. Triangulation across various data sources is consistent with this supposition. As reported in prior fact sheets, an estimated **90,000 youth** reported using Geek Bar in the past 30 days in the **2024 National Youth Tobacco Survey (NYTS)** (fielded January–May 2024). Geek Bar was *not* included in the list of prespecified response options in the NYTS but was the *most commonly provided write-in response* for “some other brand(s) not listed here”; for this reason, this was likely an underestimate. In the 2025 NYTS, it was the #1 brand among both high schoolers (66.2%) and middle schoolers (54.7%).

Geek Bar is the most common e-cigarette brand used among youth and young adults, as reported in a number of surveys.

Since the last fact sheet update, new data have been collected from additional cross-sectional surveys of youth, highlighting the popular nature of Geek Bar in this population. In the CRST Young Adult Cohort study (Wave 11)—fielded among young adults aged 18 to 26 years in April through June 2026 in each of CRST’s six sentinel states—Geek Bar was the most commonly reported e-cigarette device used in the past 30 days (48%). Overall, in the Young Adult Cohort, from

quarterly surveys conducted in fall 2025–spring 2026, Geek Bar has been the most commonly reported e-cigarette brand used (48%–52%). In Wave 17 of the Rutgers Omnibus Study, fielded among adults in May 2026, Geek Bar was the most common brand among all respondents with a regular brand (24.6%), especially among the youngest age group (18–24 years, 43.8%). The Rutgers Youth Omnibus, fielded in February 2026 (Wave 1), showed Geek Bar to be the most common brand among those with a usual brand (66.2%) and the last brand used among those with no usual brand (42.8%). Similarly, the Youth Ipsos Survey, fielded in February and March 2026, found Geek Bar to be the most common brand among those with a usual brand (52.2%) and the second most commonly used last brand among those with no usual brand (15.7%). Additionally, the most recent wave of the [CDC Foundation’s TEEN+ study](#), fielded August–December 2025 and conducted among a nationally representative cohort of U.S. youth and young adults, showed that Geek Bar was the top brand among both youth ages 13–17 (49.3% of those who reported past month e-cigarette use) and young adults ages 18–28 (33.6%).

We also evaluated updated data from our school tobacco product monitoring survey, a volunteer survey of school professionals who upload images of products collected from elementary, middle, and high school students across the United States. As of June 2026, we’ve received over 1,900 images of more than 11,000 tobacco and nicotine products from 29 U.S. states. We have identified 3,289 Geek Bar products from 21 states. Beginning in the 2024–2025 school year, Geek Bar has become the most common disposable e-cigarette product collected. Among 2,152 products coded thus far from the 2025–2026 school year, 771 (35.8%) were Geek Bar.



We have identified multiple distinct Geek Bar sub-brand lines, including Pulse, Pulse X, Meloso, Skyview, C L R , and Platinum. The Pulse (71.2%) and Pulse X (25.8%) lines were most common and included specialty editions such as the Sour Edition, Jam Edition, and Frozen Edition. We identified over 150 distinct flavors, including 16 astrology/zodiac flavors and 28 with “ice” in the flavor name.

The data from the school product survey serve as useful proxy for youth behavior. **Access** and **availability** are important factors to consider as well. Data from the FDA [Compliance Check Database](#) suggest that Geek Bar products have **repeatedly** been sold to underage youth during retailer compliance checks in 2024–2026 as of July 1, 2026. While the exportable data do not report brand, the flavors for e-cigarettes are reported. Using a compiled list of Geek Bar’s common flavor names, we identified

violations associated with underage purchases and then coded the publicly available complaint, when available, which lists the device purchased. Using this approach, we were able to identify *at least* 34 underage Geek Bar purchases in 2024, 92 in 2025, and 76 in 2026 as of July 1, 2026. Identified complaints listed the flavors Miami Mint, Cool Mint, Strawberry Mango, Crazy Melon, Pink Lemonade, Sour Apple Ice, Frozen Pina Colada, Watermelon Ice, California Cherry, Strawberry Watermelon, Juicy Peach Ice, Orange Creamsicle, Strawberry Banana, Raspberry Peach Lime, Sour Watermelon Drop, Dragon Melon, Frozen Blackberry Fab, Meta Moon, Blue Razz Ice, Blue Mint, Strawberry Kiwi Ice, Sour Gush, Grape Lemon, Sour Cranapple, Mexico Mango, Black Cherry, Frozen Watermelon, White Gummy Ice, Frozen Strawberry, Berry Bliss, Juicy Peach Ice, Blackberry Blueberry, Blackberry B-Pop, Blackmintz, Blueberry Jam, Blueberry Watermelon, B-Pop, Cherry Bomb, Cola Slush, Creamy Mintz, Drop Sour Savers, Frozen Cherry Apple, Frozen White Grape, Grape B-Pop, Iceymintz, Lemon Heads, Lime Berry Orange, Mango Ice, Orange Dragon, Peach Lemonade, Peach Perfect Slush, Peppermintz, Raspberry Jam, Raspberry Watermelon, Sour Blue Dust, Sour Strawberry, Sour Straws, Stonemintz, Strawberry B-Pop, Strawberry Colada, and Strawberry Ice.

The devices listed were Geek Bar, Geek Bar Pulse, Geek Bar Pulse X, Geek Bar Meloso, and Geek Bar B5000. These complaints were issued to retailers in Alabama, Arizona, Arkansas, California, Colorado, Hawaii, Illinois, Kentucky, Maryland, Michigan, Missouri, New York, Oklahoma, Texas, Virginia, Washington, West Virginia, Wisconsin. It is important to note that if an underage buyer purchased two or more items, only the flavor for one item was listed in the compliance export. Thus, there are likely instances in which a product with a non-Geek Bar flavor was purchased in addition to a Geek Bar product, which would mask the presence of the Geek Bar flavor in the dataset, resulting in underreporting of Geek Bar sales.

Lastly, as part of an ongoing Tobacco 21 enforcement and compliance research study (R01CA231139), a team of underage covert buyers (ages 18–20) conducted tobacco product purchase attempts in Nevada, New Jersey, and North Carolina from July 2025 through September 2025. Across sites, a total of 105 purchase attempts for Geek Bar were made in 60 stores by 30 unique buyers. In 31 of the 105 attempts (29.5%), stores sold to an underage buyer. Notably, successful underage sales were less common for JUUL pods (121 attempts, 21.5% sales), NJOY Ace pods (50 attempts, 20% sales), and Vuse Alto pods (103 attempts, 21.4% sales). Underage sales for Geek Bar were more common in vape shops (57.1% out of 21 attempts) and non-chain convenience stores (28.3% out of 53 attempts) compared with chain convenience stores (15% out of 20 attempts).

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 our community partners for submitting images to the confiscated school tobacco survey. We thank our academic collaborators for sharing data from their NCI R01 on Tobacco 21 compliance and enforcement, with a special thanks to the Tobacco 21 covert buyers, and we also thank the CDC Foundation for sharing TEEN+ data.

If you have any questions about CRST's signal analysis of Geek Bar, or if you have encountered Geek Bar advertising or sales in your community and would like to share images or information, please visit <https://tobaccocrst.org/> and scroll to the bottom of the page to contact us.