



Signal Analysis Fact Sheet: Foger

This fact sheet updates CRST's previous fact sheet on 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



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

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, no clear regulatory or corporate documentation confirms United States-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 not owned or operated by FogerTech or any

manufacturer. Taken together, these materials suggest the existence of a United States-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, a smart screen, adjustable airflow, 50 mg/mL (5%)

Updates since April 2026:

- Foger sales persisted, and the brand has maintained its spot as the fifth top-selling e-cigarette brand in U.S. convenience stores as of Sept. 2026. High sales of replacement pods suggest ongoing use among existing customers.
- Survey data continue to show Foger as a top brand among youth and younger adults.
- Engagement has grown on Foger's social media channels.

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 reusable 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 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, a 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 list over 70 flavors, including Cool Mint, Georgia Peach, Watermelon Ice, Blue Razz Ice, Strawberry Banana, Dragon Fruit Lemonade, Pink Lemonade, Vanilla Ice Cream, Watermelon Bubble Gum, Sour Fcuking Fab, OMG B-POP, Meta Moon, Lemon Heads, and Pink & Blue. Notably, several of the Foger flavor names closely resemble those that the popular e-cigarette brand Geek Bar uses ([Geek Bar overview](#)), suggesting that Foger’s flavor strategy aligns with broader disposable-vape market trends and with naming conventions used by major brands in the category. Press-kit materials provided by a Foger account linked to its official web page depict an array of marketing materials, including a large, color-coded product map with matching 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.



Source: <https://www.instagram.com/p/DcPmCm9G7uq/>

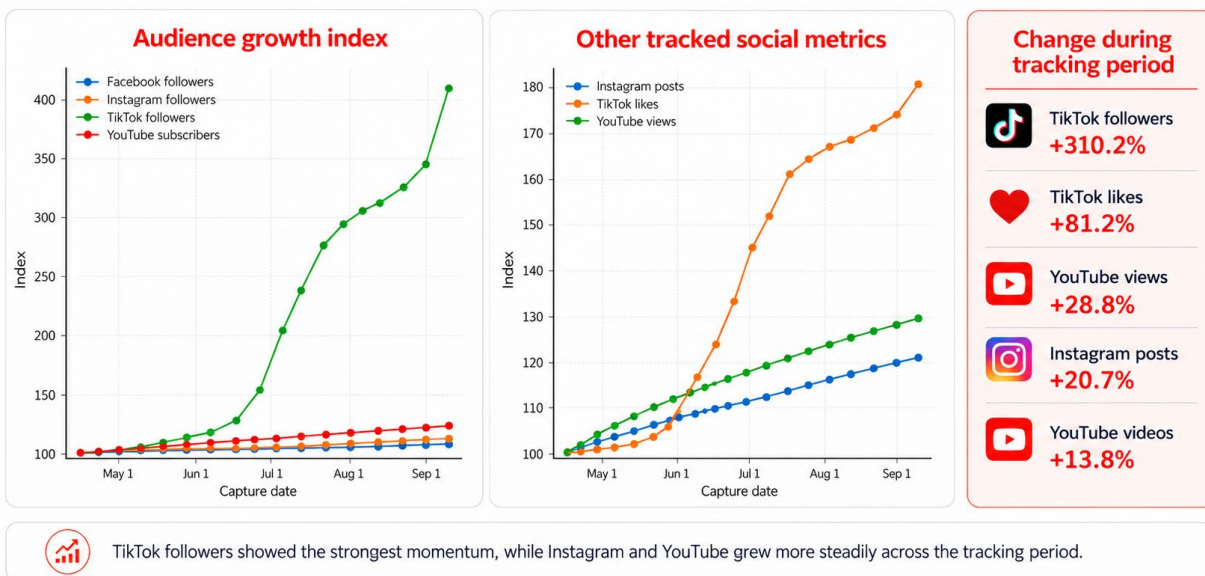
Promotion

Social media: Foger has an active social media presence on [Facebook](#) (2.4K followers), [TikTok](#) (9.0K followers), [Instagram](#) (5.3K followers), and [YouTube](#) (2.25K subscribers). These accounts are linked on the website, and none appear to be age gated. The YouTube account has more than 400 videos totaling 863,066 views. Foger posts regularly on the brand’s TikTok account, which has received 14,600 likes since October 2022. Our tracking of social media metrics has identified rapid audience growth and engagement on the brand’s TikTok account since the publication of the last version of this fact sheet, as the following figure shows. According to [Pew Research](#), YouTube and TikTok are the top social media channels used by teenagers, with 73% of teens visiting YouTube daily and 6 in 10 visiting TikTok sites daily.

FOGER

Growth patterns across Foger social channels

Indexed trends from Apr 16 to Sep 9, 2026 (Apr 16 = 100)



Although we have not identified any direct mail, digital, or print advertising paid for by FogerTech, there is evidence of the brand appearing in wholesaler business-to-business advertising and on wholesale websites. Foger Switch Pro kits/pods have appeared in a Vape Central Wholesale ad in *HeadQuest Magazine* (July 2025; August 2025) and a DistroBaba ad in *B2B Wholesaler Magazine* (August 2026; September 2026). Wholesale websites [Vape Central Wholesale](#), [DistroBaba](#), and [Vape Ranger](#) present Foger Switch Pro kits and pods as well as Foger Bit disposable devices. Vape Ranger promotes “Texas Compliant” versions of each product.

Foger also appears to incorporate influencer- or reviewer-style promotional content into its brand website. On the [comments](#) page dubbed the Commenting Club, the company maintains dedicated Professional Review and Customer Comments sections. Interestingly, this content appears to be hosted on a website owned by [Cacuq](#), which, according to its business LinkedIn account, “is dedicated to supporting distributors and retailers in e-cigarette and vaping industry with the top-tier supply chain and sales network. Proudly based in Shenzhen City, Cacuq now has expanded branches in Los Angeles, New York, Houston and Longdon [sic].” Cacuq’s former brand authorization page stated that the company has operated as an e-cigarette wholesale website since October 2013 and presented authorization materials for numerous vape brands, including SMOK, Wotofo, OBS, Vapor Storm, Lost Vape, IJOY, GEEKVAPE, Wismec, Jusfog, Eleaf, Indulgence, Joyetech, Aspire, Smokjoy, UD, Vision, Encom, and KAEES. Taken together with the brand’s retail-ready merchandising strategy, these materials suggest that Foger’s use of “Professional Review” and testimonial-style content may be part of a broader distributor- and retailer-facing marketing strategy tied to a substantial Shenzhen-based wholesale, supply chain, and sales infrastructure, rather than functioning solely as consumer-oriented brand engagement.

Place

Point of sale: Point-of-sale (POS) monitoring in CRST's sentinel states (California, Kentucky, New Jersey, North Carolina, Ohio, Vermont) identified Foger in the retail environment beginning in Wave 3 (January–May 2025) as a write-in brand in Kentucky, North Carolina, and Ohio. Write-ins increased during Wave 4 (July–December 2025), and Foger became a standard assessment item in Wave 5 (January–May 2026). Data from Wave 5 showed that the brand's availability varied across states, with 11.1% in California, 23.3% in Kentucky, 5.0% of stores in New Jersey, 10.5% in North Carolina, 25.4% in Ohio, and 38.3% in Vermont selling Foger. Of stores carrying Foger in Wave 5, a majority were vape shops (44.1%), followed by non-chain convenience stores (30.9%) and chain convenience stores (25.0%).



Source: Vermont chain convenience, October 2025, Wave 4

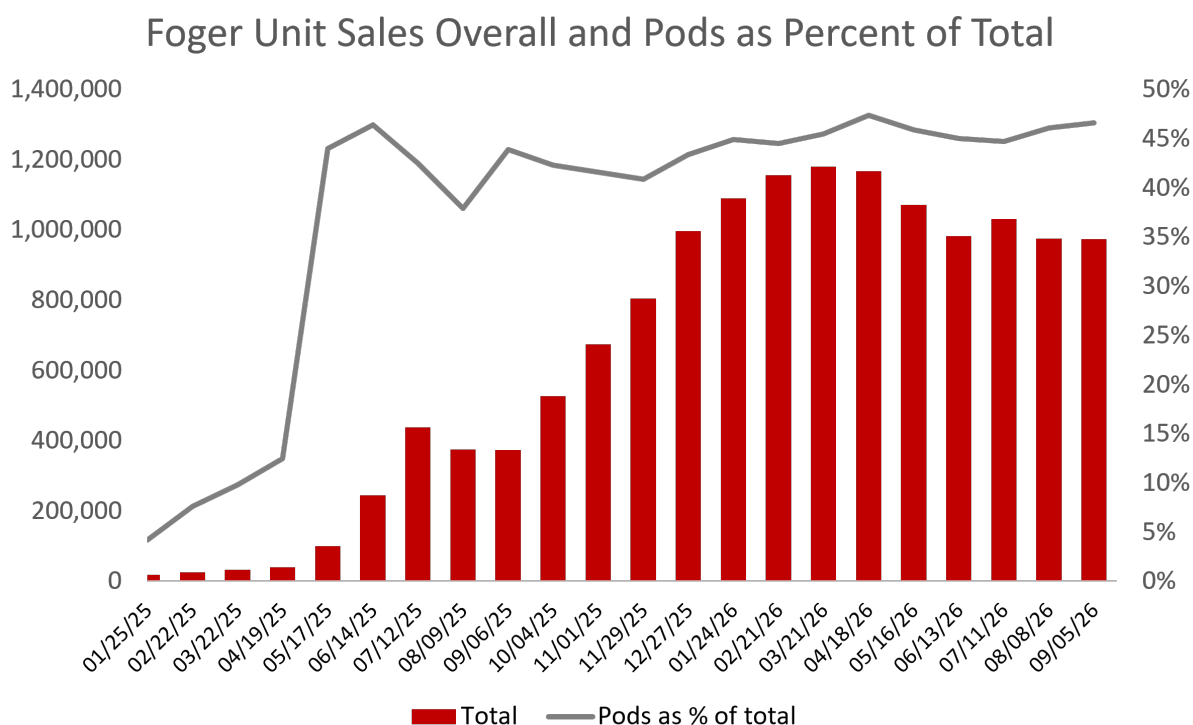


Source: Vermont non-chain convenience, April 2026, Wave 5

Lastly, as part of an ongoing Tobacco 21 enforcement and compliance research study (R01CA231139), a team of underage buyers (ages 18–20) conducted tobacco product purchase attempts in Nevada, New Jersey, and North Carolina between July 2026 and September 2026. Across sites, 24 unique buyers made 60 purchase attempts for Foger in 36 stores. In 22 of the 60 attempts (36.7%), stores sold to an underage buyer. Notably, successful underage sales were less common for JUUL pods (13 attempts, 13.8% sales), NJOY Ace pods (2 attempts, 3.6% sales), and Vuse Alto pods (19 attempts, 19.4% sales). Underage sales for Foger were more common in tobacco/vape shops (50.0% of 24 attempts) and non-chain convenience stores (27.3% of 22 attempts) compared with chain convenience stores (0% of 9 attempts). Although only five purchase attempts were conducted at grocery stores and supermarkets, underage sales occurred in 80.0% of those attempts (4 of 5), representing the highest observed rate among store types.

Nielsen market scanner data: The April 2026 Foger Signal Analysis Fact Sheet reported rapid sales growth but a modest market share for Foger Switch Pro kits and pods (~1% market share). However, subsequent Nielsen coding updates resulted in substantial upward revisions to previously reported sales estimates, and unit sales were approximately 400% to 450% higher than estimates available when the April 2026 Foger Signal Analysis Fact Sheet was prepared. Revised Nielsen data point to cumulative unit sales of Foger exceeding 14 million units by early September 2026 (see the following

figure). Nielsen data indicate rapid growth in Foger sales beginning in mid-2025, with total unit sales approaching 1 million per 4-week period by early 2026. Throughout the observation period, replacement pods represented approximately 40% to 47% of all units sold. The substantial contribution of replacement pod sales to overall volume suggests ongoing use among existing consumers and indicates that a meaningful share of sales reflects repeat purchasing rather than initial product adoption alone. However, because Foger Switch Pro replacement pods contain a small internal battery and may support limited stand-alone use, pod sales should not be interpreted exclusively as replacement purchases. Nonetheless, the pods are designed to be used with the reusable power-bank component included in the starter kit.



The revised Nielsen data also indicate that Foger experienced rapid market growth, becoming the **fifth largest e-cigarette brand in U.S. convenience stores by January 2026** and maintaining that position through at least September 2026, when it captured 5.9% of the market share. Although the original analysis identified a limited number of leading flavors, newly coded universal product codes (UPCs) reveal substantially broader flavor availability than previously identified.

Target

Foger's marketing—including its prominent use of flavors and social media—and its lack of effective age-gating suggest that the brand targets young consumers. Triangulation across various data sources is consistent with this supposition. Findings from POS and Nielsen are echoed in survey findings. The May 2026 survey of the Rutgers Adult Omnibus Study highlighted Foger as the fifth most reported usual brand, selected by 3.4% ($n = 9$) of respondents with a usual e-cigarette brand. Reporting of Foger doubled in the September 2026 wave, when it was selected by 7% ($n = 24$) of respondents who have a usual e-cigarette brand and was the third most reported brand in the survey.

In the spring 2026 and summer 2026 surveys of the CRST Young Adult Cohort, Foger was included as an option for participants who reported past 30-day e-cigarette use and were asked to list their top brands. In the spring and summer 2026 surveys, 15% ($n = 24$) and 22% ($n = 31$) of participants who reported past 30-day e-cigarette use ($n = 169$ and $n = 147$), respectively, endorsed Foger as one of their top brands.

The CDC Foundation's Tobacco Epidemic Evaluation Network (TEEN+) Study, fielded from March to July 2026 among a nationally representative cohort of U.S. youth and young adults, saw prominent endorsement of use of the Foger brand. Specifically, Foger was selected by or written in by 10.6% of the approximately 1,500 youth and young adults (13–29) who reported past-month e-cigarette use.

As of September 2026, we have received over 1,900 images from 32 U.S. states of more than 14,000 tobacco and nicotine products. We first identified Foger during the 2024–2025 school year and have since received images of 268 identifiable Foger products from 17 states: California, Colorado, Florida, Hawaii, Kentucky, Minnesota, Missouri, New Jersey, New York, North Carolina, Ohio, Oregon, South Carolina, Texas, Vermont, and Wisconsin. We identified both the Switch Pro pod device ($n = 253$) and the Bit 35k disposable ($n = 15$) Foger brands in this sample; as the following image shows, the Switch Pro is the most common. We identified 49 distinct flavors, including 14 fruit flavors, 10 candy/dessert flavors, 5 with “ice” in the name, 4 mint flavors, 9 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 its TEEN+ survey data and our community partners for submitting images to the Youth Tobacco Monitoring Project. If you have any questions about CRST's signal analysis of Foger, or if you have encountered Foger advertising or sales in your community and would like to share images or information, please visit tobacco-crst.org and scroll to the end of the page to contact us.