



# Geek Bar

Shenzhen Geekvape Technology Co., Ltd.

## Product

**Description:** Geek Bar is an e-cigarette brand established in 2015 and appears to be owned by parent company Geekvape (i.e., Shenzhen Geekvape Technology Co., Ltd.), who also produces RAZ vapes. Geek Bar is produced in partnership with the intellectual property owner 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 ElfBar shape; however, alternate designs are offered and Geek Bar Pulse features multiple vaping modes (power and regular). Geek Bar products are available in 0mg (0%), 20mg (2%), and 50mg (5%) nicotine salt concentrations, each with a 650mAh power source. Across our various data sources, we’ve noted over 50 “flavors” (i.e., Blue Razz Ice, Watermelon Ice, Miami Mint, Fcuking Fab, White Gummy Ice, Blueberry Watermelon, Dragon Melon, Strawberry Banana, Sour Apple Ice, Strawberry Mango, Juicy Peach Ice, Blow Pop, California Cherry, Cherry Bomb, OMG Blow Pop, Grape Blow Pop, Berry Bliss, Mexico Mango, Tropical Rainbow Blast, Meta Moon, Frozen Strawberry, Frozen Watermelon, Frozen Pina Colada, Sour Apple Blow Pop, Pink Lemonade, Black Cherry, Blue Mint, Frozen Blackberry Fab, Blue Rancher, Strawberry Pop, Crazy Melon, Frozen White Grape, Frozen Cherry Apple, Orange Creamsicle, Sour Fcuking Fab, Blackberry B Pop, Banana Taffy Freeze, Sour Mango Pineapple, Orange Fcuking Fab, Raspberry Peach Lime, Cherry Burst Ice, Tropical Burst Ice, Grape Honeydew Ice, Pineapple Apple Pear, Pineapple Ice, Nectarine Ice, Coconut Ice, Strawberry Ice, Berry Trio Ice,

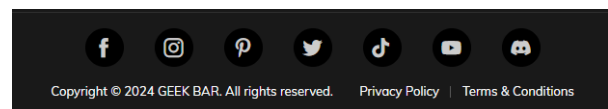


Source: <https://www.geekbar.com/download.html>

Grape Raspberry Ice, Tropical Mango Ice, Peach Passion Ice, and Grape Lemon). 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 boasts 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 (e.g., “Sour Edition”).

## Promotion

Geek Bar’s website points to an active presence across multiple social media platforms, including but not limited to Facebook, Instagram, Pinterest, Twitter/X, TikTok, YouTube and Discord. In addition to these social media accounts being



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



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

featured on their 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 appear to be effectively age-gated.** For example, their Discord account employs self-attestation and asks "Have you reached the legal age to vape?" with only a "Yes" option and their Instagram accounts states that you must be 21 to follow the account, but content is still visible. Their [YouTube](#) account has no age-gating but has 297 videos that have collectively been viewed over 3.5 million times. According to [Pew Research](#), YouTube is the top social media used by teenagers, with 71% of them using YouTube daily.

Geek Bar, and their parent company Geekvape, also appear to partner with influencers and Geekvape has been highlighted as an e-cigarette brand with among the [largest number of influencers](#). For example, Austin Lawrence – aka "Vape God" - has 4 million followers on Instagram and has been a social media influencer, [partnering](#) with Geekvape, as early as 2019. As recently as June 2024, social media influencer [Byron Datau](#) provided product reviews of Geek Bar; he has 180,000 followers on Instagram. One method in which Geekvape actively recruits new TikTok influencers to

promote their products is via a [form](#) advertised on their homepage as "Tiktok Program." Individuals apply by providing information about themselves, and their social media reach (i.e., number of followers and average number of views). Interestingly, age of the applicant is not requested in the form. Benefits listed for those accepted are "Paid collaboration opportunities, VIP perks, and product giveaways." Geek bar encourages collection of their devices via an ongoing "Pulse Collection Award!" promotion via a [form](#) displayed on their landing page, as well as their [social media](#) platforms. In order to be eligible an individual is 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) can be submitted. Similar to the influencer form, age of the submitter is not requested.

## Place

Geek Bar sales are occurring across a variety of channels including online retailers, traditional convenience stores, and vape shops. Geek Bar partners with [happy distro vape](#), a business to business vaping distributor. Geek Bar is also available on numerous online retail websites including [Vape Juice Depot](#), [White Horse Vapor](#), [Vapor Puffs](#), and [Vape Royalty](#). Our Point of Sale Monitoring in CRST's Sentinel states has

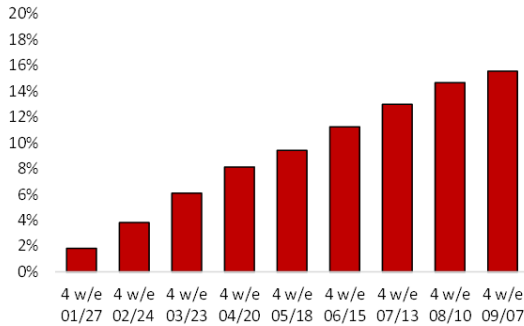


**Tobacco products for sale at a non-chain convenience store in North Carolina from July 2024.** Image from ongoing CRST Point of Sale data collection.



documented Geek Bar availability in tobacco/nicotine retailers in all six states: New Jersey, North Carolina, Kentucky, Ohio, California, and Vermont. Detailed analyses from our most recent fielding in five of six CRST's Sentinel states from May to September 2024 finds that Geek Bar was available in 83 out of 301 stores (27.6%). Geek Bar availability ranged from 16.9% in New Jersey to 36.4% in Ohio. It is unclear if these differences in availability are attributed to timing, regional variation and/or store type. Stores that carried Geek Bar included vape shops, chain convenience stores, and non-chain Mom & Pop Bodegas.

Geek Bar Market Share in US Convenience Stores: 2024



Source: On-going CRST data analysis of Nielsen market data

Analyses of monthly Nielsen market scanner data documents the sudden emergence and success of the brand in 2024. While Geek Bar first appears in the Nielsen market scanner data in November 2023, it had miniscule sales, however as shown in the **Figure**, the brand's market share grew rapidly in 2024.

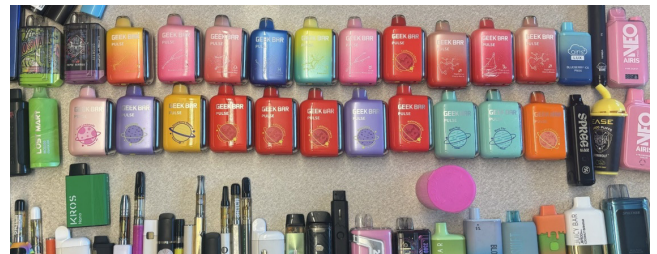
By April 2024, Geek Bar became the #3 selling brand in the convenience store channel, behind long standing market leaders, Vuse and JUUL. By early September, its market share had grown to **15.6%**. If the average monthly percent change demonstrated thus far continues, in the **absence** of major supply chain shifts (e.g., FDA enforcement actions) we project that **Geek Bar could overtake Juul as the #2 brand in October**.

The overwhelming majority of these sales were for the Geek Bar **Pulse** product. All products were flavored, and slightly more than a third of sales promoted **cooling flavors** such as "Mint," "Ice," or "Freeze" or "Frozen"

## Target

Geek Bar's marketing, including prominent use of flavors and the leveraging of social media, and their lack of effective age-gating suggests that the brand targets young consumers – including those under the age of 21. Triangulation across various data sources is consistent with this supposition. First, the Geek Bar brand appears in the 2024 National Youth Tobacco Survey (NYTS), which was fielded between January and May 2024. An estimated 90,000 youth reported using the brand in the past 30 days. We note that 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.

Second, preliminary data from the ITC Youth and Young Adult Survey, a repeated cross-sectional survey, also point to the growing popularity of Geek Bar among youth. Importantly, the survey was fielded in the US after the 2024 NYTS, in August and September; this timing coincides with the rapid rise in Geek Bar's market share. Among 16 to 19 year olds (n = 838) who reported past 30 day vaping and having a usual brand, approximately one quarter reported that Geek Bar was their usual brand and it was the #1 brand reported.



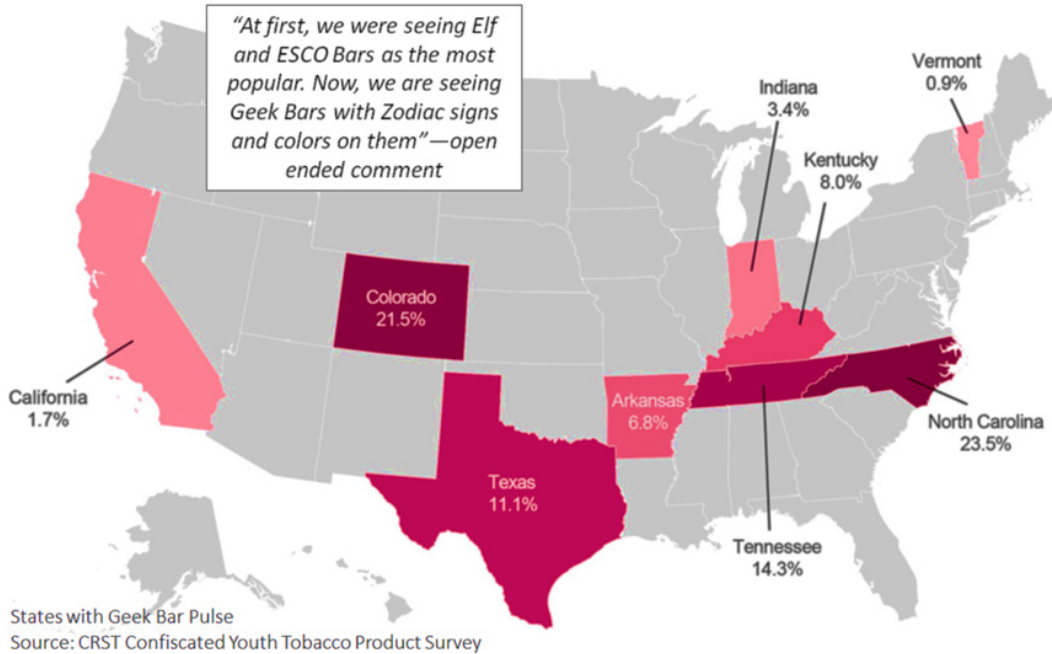
Products collected from Colorado middle & high schools, May 2024

Source: Image from CRST Confiscated Youth Tobacco Product Survey

Third, we point to data from our school tobacco confiscation survey – a volunteer survey of school professionals who upload images of tobacco and nicotine products being confiscated from middle and high school students across the United States. To date, we’ve collected data in 21 US states and have coded images of more than 1,900 tobacco and nicotine products. Geek Bar was present in nine of 21 states with North Carolina being the most recent state with 6 Geek Bar products coded among 41 tobacco/nicotine products. However, in some states, Geek Bar was among the most popular brands of e-cigarette coded in the uploaded images. Indeed, Geek Bar was a top brand in North Carolina

(23.5%), Colorado (21.5%), Tennessee (14.3%) and Texas (11.1%).

Overall, CRST has identified 169 Geek Bar products across nine states which suggests that youth are using this product. Nearly all Geek Bars confiscated from youth were from the Geek Bar Pulse line (the Meloso line was only found in Colorado). Moreover, 64 of the Geek Bar Pulse disposables were from the Astrology/Zodiac Series, and the emerging popularity of Geek Bar Pulse Zodiac was commented on by participants uploading images of confiscated products. We identified 42 distinct flavors from this survey, including 12 Astrology/Zodiac flavors, and 17 with “ice” in the flavor name.



The data from the confiscated school product survey serves as useful proxy for youth behavior.

**Access** and **availability** are important factors to consider as well. Data from FDA’s [Compliance Check Database](#) suggest that Geek Bar products have been sold to underage youth during retailer compliance checks in 2024. While the data do not report brand (and the warning letter is not yet public), the flavors for e-cigarettes are reported. Using Geek Bar’s unique flavor names, we identified what we believe to be **at least** nine Geek Bar underage youth sales resulting in a warning letter for the flavors “Fcuking Fab,” “OMG Blow Pop,” “Blow Pop,” “Sour Apple Blow Pop,” “Tropical Rainbow Blast,” “Meta Moon,” “Cherry Bomb,” “Dragon Melon,” and “White Gummy Ice” issued to retailers in California, Colorado, Georgia, Illinois, Indiana, Kansas, Maryland, New York, North Carolina, Missouri, Ohio, South Carolina, Texas, West Virginia, Washington, and Wisconsin.



**Geek Bar Pulse X**

Source: Product purchased by underage buyer in NJ, July 2024.

Lastly, in collaboration with a Tobacco 21 enforcement and compliance research study (R01CA231139) – the New Jersey stores identified in CRST’s May 2024 Point of Sale monitoring were visited by a team of underage, 18-20 year old, covert buyers in July 2024.

A total of 27 purchase attempts were made at nine stores by six unique buyers (two of the 11 stores from the NJ May 2024 data collection were claiming to no longer carry Geek Bar). The underage covert buyers were successful on 13 of the 27 attempts (**48%**) – two stores never sold to any of the three buyers and two stores sold to all three buyers. The underage covert buyers were carded on 16 of the 27 purchase attempts (59%) and in two of those instances the sale proceeded even after the clerk checked the ID.

Of note, all 13 products purchased by the underage covert buyers were from the Geek Bar Pulse line and included a Geek Bar Pulse X. As described on their [website](#), Pulse X boasts a curved CNC display board and has “brighter lights and more advanced controls” and “[delivers a starry screen – and the dots of light accompany you throughout vaping time.](#)” Additionally, Geek Bar Pulse X has a larger battery (700mAh) and provides up to 2000 puffs compared to 1500 puffs for the Geek Bar Pulse.

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 from the **International Tobacco Control Policy Evaluation Project (ITC)** and specifically Dr. David Hammond for sharing their most recent data on youth vaping. 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.

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 [www.tobaccocrst.org](http://www.tobaccocrst.org) and scroll to the bottom of the page to contact us.