

# Geek Bar

Shenzhen Geekvape Technology Co., Ltd.

***This fact sheet updates CRST's July and October 2024 Fact Sheets on Geek Bar***

## Product

**Description:** [Geek Bar](#) is an e-cigarette brand established in 2015 and is owned by parent company Geekvape (i.e., [Shenzhen Geekvape Technology Co., Ltd.](#)), who 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 ElfBar shape; however, alternate designs are offered, and Geek Bar Pulse features multiple vaping modes (e.g., power 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 800 mAh. Across our various data sources, we’ve noted over 100 “flavors.” For example, the Pulse and Pulse X series “flavors” include, but are not limited to, Fcuking Fab, Miami Mint, Mexico Mango, Dragon Melon, OMG Blow Pop, Grape Blow

Pop, Berry Bliss, California Cherry, Crazy Melon, Tropical Rainbow Blast, Meta Moon, Black Cherry, Blue Rancher, and Orange Creamsicle. There are also “flavor” blends like Strawberry Mango, Strawberry Banana, 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, and Frozen White Grape. The Pulse X series further introduces Banana Taffy Freeze, Grapefruit Refresher, Raspberry Peach Lime, Orange Fcuking Fab, and special editions like Pink & Blue, Orange Dragon, and ATL Mint. Seasonal “flavors” have included Spooky Vanilla and Haunted Blueberry for Halloween, and Sunny Tart and Strawberry CC for the winter holidays. The Meloso series, including Max, Pro, Mini,



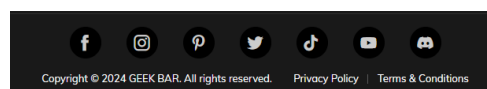
<https://www.geekbar.com/download.html>

and Ultra models, offers profiles like Green Monster, Magic Mint, Super Fcuking Fab, Fuji Melon Ice, Purple Haze, Stone Freeze, Colombia Coffee Ice, Ginger Ale, and Clear. The less popular Skyview and Hero series offer “flavors” like Cherry Strazz, Peach Blue Slushy, Strawberry Watermelon Coconut, Sour Watermelon Blue Razz, Twisted B Pop, Sky Walker, Blackcurrant Strawberry Ice Cream, Vanilla Cheesecake, Blueberry Blackcurrant, and Watermelon Bubblegum. Lastly, the limited edition 911 GT series introduced fruit and beverage/dessert-inspired “flavors” such as Lychee Raspberry, Triple Mango, Vanilla Cream Puff, Mango Blackcurrant, and Chocolate Mocha. 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.

## Promotion

Geek Bar’s website points to an active presence across multiple social media platforms, including, but not limited to, [Facebook](#), [TikTok](#), [YouTube](#) and [Discord](#). In addition to these social media accounts being featured on their website, they also appear on Geek Bar’s

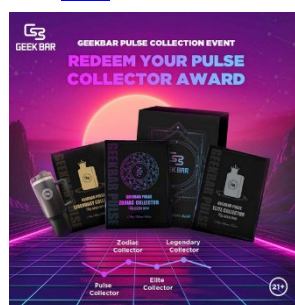
[linktree](#), which serves as a landing page for the brand’s social media links. *None of these accounts appear to be effectively age gated.* For example, their Discord account employs self-attestation and asks, “Have you reached the legal age to vape?” with only a “Yes” option, and their Instagram account states that you must be 21 to follow the account, but content is still visible. Their YouTube account has no age-gating but has 329 videos that have collectively been viewed over 5.8 million times. Geek Bar’s TikTok account, which has posts beginning in summer of 2022 and has a relatively small number of followers (15k), also does not appear to have age gating. According to [Pew Research](#), YouTube and TikTok are the top social media channels used by teenagers, with 73% and 57% of them using these social media sites daily.



Geek Bar frequently introduces new devices and flavors on social media and/or their website. Two examples released this year include the Pulse X Jam Edition, a series including fruit-inspired flavors for the Pulse X model, and a new device called the Geek Bar 2GO, a device that includes two flavors and allows customizable adjustment of flavors and cooling sensations. While it is sometimes difficult to tell which products are sold in the U.S., two products introduced in [June 2025 on Instagram](#), the Geek Bar Pulse and Pulse X “Patriot Edition,” prominently feature stars and a red, white, and blue color scheme, with the hashtags #FourthOfJuly and #USA2025.



Geek Bar, and their parent company Geekvape, also appear to partner with influencers; Geekvape has been highlighted as an e-cigarette brand with among the [largest number 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 180,000 followers on Instagram and has provided product reviews of Geek Bar. 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). The age of the applicant is not requested on the form. Benefits listed for those accepted are “Paid collaboration opportunities, VIP perks, and product giveaways.” Last year, Geek Bar encouraged the collection of their devices during the “Pulse Collection Event” via a [form](#) displayed on their landing page, as well as on their [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. Similar to the influencer form, age of the submitter 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 U.S., while including an age group response category

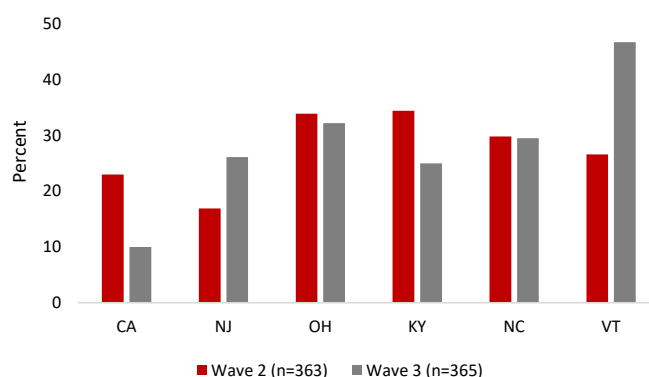
of 18-24 years.

Geek Bar also uses social media to promote the brand’s presence at music festivals [across the U.S.](#); 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 show that Geek Bar uses the booths at these events to let visitors [test vape products for free](#) and hand out branded swag.

## Place

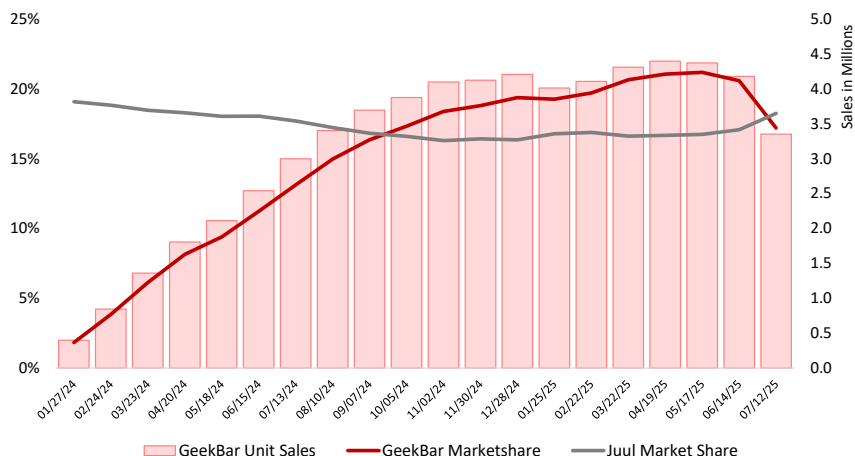
Geek Bar sales are occurring across a variety of channels including online retailers, traditional convenience stores, and vape shops. Geek Bar has partnered with *Happy Distro Vape*, a business to business vaping distributor. Geek Bar is also available on numerous online retail websites including [Vape Juice Depot](#), [White Horse Vapor](#), [Vapor Puffs](#), and [Vape Royalty](#). Our Point of Sale Monitoring in CRST’s Sentinel states 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 included as a standard response option in subsequent waves. In Wave 2 (May-October 2024), Geek Bar was available in 99 out of 363 stores (27.2%) and in Wave 3 (January-May 2025), availability increased slightly to 103 out of 365 stores (28.2%). In our most recent fielding (Wave 3), Geek Bar availability varied by state, ranging from 10.0% in California to 46.7% in Vermont. Across both waves, vape/tobacco shops had the highest proportion of Geek Bar availability (W2: 79.3%; W3: 74.5%) among stores selling e-cigarettes, followed by non-chain convenience stores (W2:36.1%, W3: 38.9%). We also found Geek Bar available in liquor stores (W2: 25%; W3: 28.6%) and chain convenience stores (W2:17.8%, W3: 23.1%). In Vermont, while vape/tobacco shops continued to lead 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.

**Geek Bar Availability in Tobacco Retailers by State, W2-3**



Analyses of monthly Nielsen market scanner data documents the sudden emergence and success of the brand. Geek Bar sales in US convenience stores as assessed by market scanner data, date back to June 2023, but sales were miniscule. 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. 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 has retained the #2 spot since then until very recently. Starting in June, sales began declining and by July 2025 JUUL regained market share as the #2 selling brand in convenience stores. The declines in sales are likely due to a number of factors impacting supply chain, including but not limited to tariffs and federal and state policy and enforcement actions. While changes in consumer preferences could impact marketshare, conversations on reddit seem focused on a "Geek Bar Shortage" which have also appeared in comments on Instagram and TikTok posts.

**Geek Bar sales and marketshare in US Convenience Stores: 2024-date**

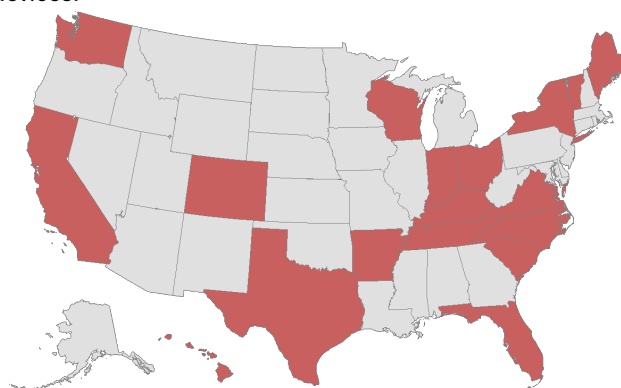


## Target

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. As reported in prior factsheets, 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. 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 16-19 year olds 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.

Since the last fact sheet update, new data has been collected from additional cross-sectional surveys of youth which highlight the popular nature of Geek Bar in this population. In the **Qualtrics Youth Supplemental Survey**—a cross-sectional survey fielded in March and April of 2025 in each of CRST's six Sentinel States—Geek Bar Pulse was the most commonly reported e-cigarette device, with **67.7%** of past 30-day e-cigarette users ages 13-17 endorsing use. Geek Bar's popularity was also assessed in **two cross-sectional national Ipsos surveys** of young people; these surveys targeted 15-20 year olds and 13-17 year olds and were fielded in November/December 2024 and February/March 2025 respectively. Geek Bar was the most commonly used e-cigarette brand in each survey, with **36.3%** of past 30-day e-cigarette users ages 15-20 and **41.8%** of past 30-day e-cigarette users ages 13-17 reporting use of Geek Bar devices.

We also evaluated updated data from our school confiscated tobacco products survey—a volunteer survey of school professionals who upload images of products confiscated from elementary, middle, and high school students across the United States. As of June 2025, we've received over 1,500 images from 27 US states, of more than 5,600 tobacco and nicotine products. We identified 874 Geek Bar products from 18 states. In prior school years, Geek Bar was the 4th most common brand, accounting for 6.9% of all products. Among 1,196 products coded thus far from the 2024-2025 school year, 564 (47.2%) were Geek Bar. In the 2024-2025 school year, Geek Bar was the most popular brand in all states with more than one product, except for Florida, where it was the second most popular brand.



States with Geek Bar  
Source: CRST Confiscated Youth Tobacco Product Survey



We identified multiple distinct Geek Bar sub-brand lines, including but not limited to Pulse, Pulse X, Meloso, Skyview, and Platinum. The Pulse (76.0%) and Pulse X (19.0%) lines were most common and included specialty editions such as the “Sour Edition,” “Halloween Edition,” or “Frozen Edition.” We identified over 100 distinct flavors, including 12 astrology/Zodiac flavors, and 20 with “ice” in the flavor name.



*Products collected from Wisconsin middle school, Spring 2025*

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 **repeatedly** been sold to underage youth during retailer compliance checks in 2024-2025 as of June 30<sup>th</sup> 2025. 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, and 47 in 2025 as of June 30<sup>th</sup> 2025. 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,” and “Juicy Peach 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 Texas, Missouri, Illinois, Maryland, Wisconsin, Washington, Arkansas, Oklahoma, New York, West Virginia, Colorado, Hawaii, Arizona, California, Kentucky, Alabama, Michigan, and Virginia. 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 where 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 in early July 2025. Across sites, a total of 33 purchase attempts for Geek Bar were made in 25 stores by 16 unique buyers. In 15 of the 33 attempts (45.5%), stores sold to an underage buyer. In eight stores where more than two attempts were made, four did not sell to buyers, three sold to all buyers and one sold to one buyer and not the other. In 18 of the 33 purchase attempts (54.5%), covert buyers were asked for identification (ID) and in two cases, the sale proceeded even after the ID check. In 10 of 33 purchase attempts (30.3%), covert buyers’ ID were electronically scanned and in one case, the sale proceeded even after the ID scan. In July 2024, the same study, conducted in New Jersey only, reported 27 purchase attempts for Geek Bar in which 13 products (48%) were sold to underage buyers. Of note, nearly all products purchased by the underage covert buyers were from the Geek Bar Pulse line and included 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 [tobaccocrst.org](https://tobaccocrst.org) and scroll to the bottom of the page to contact us.