

Marketing of Flavored Cigarettes at the Point-of-Sale (POS) Near Schools in 5 Latin American Cities

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Banning TAPS and Regulating Tobacco Products

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Introduction

From 2010-2015, sales of cigarettes with menthol or flavor capsules increased in some Latin American countries, amid efforts to regulate the use of additives in tobacco products, and to restrict tobacco advertising, promotion, and sponsorship (TAPS) tactics.

Objectives

This study aimed to assess the availability and marketing characteristics of cigarettes (specifically flavored cigarettes) at the POS near primary and secondary schools in Buenos Aires, Argentina, La Paz, Bolivia, Rio de Janeiro, Brazil, Santiago, Chile and Lima, Peru – each a major city in Latin America.

Methods

Trained observers recorded information about cigarette availability and product displays, advertising, and special promotions in January of 2017, from 1,188 retailers located within 100-250 meters of 310 primary and secondary schools. Retailers were identified by following a map to walk all streets located within a designated radius surrounding each school.

Results





Cigarettes with flavor capsules on display and advertised at a POS in Rio de Janeiro, Brazil

Results 92.3% (n=649) of flavored 69.4% (n=825) of all retailers cigarette retailers displayed sold cigarettes flavored packs 72.2% (n=512) of flavored 91.9% (n=285) of the radii 74.1% (n=521) of flavored cigarette retailers displayed had cigarette retailers cigarette retailers used flavored packs in the cashier mint/menthol flavor descriptors 85.2% (n=703) of cigarette 34.3% (n=241) of flavored retailers sold flavored cigarette retailers used advertising signage cigarettes ... 0 69.6 % (n= 489) of flavored 41.5% (n=342) of cigarette 59.2% (n=416) of flavored retailers sold loose cigarettes cigarette retailers used noncigarette retailers displayed conventional flavor flavored packs near sweets 7.3% (n=51) of flavored 71.4% (n=589) of cigarette cigarette retailers offered retailers sold cigarettes with special promotions flavor capsules

Conclusions

Mint/menthol cigarettes and packs carrying innovative flavor descriptors, which appeal to youth and facilitate smoking uptake, are frequently sold and prominently displayed near schools in these Latin American cities. These findings can inform efforts to prohibit POS marketing and ban the use of additives in cigarettes. Future research should characterize the content and appeal of flavored cigarette marketing.

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69.4% (n=825) of all retailers sold cigarettes



92.3% (n=649) of flavored cigarette retailers displayed flavored packs



91.9% (n=285) of the radii had cigarette retailers



74.1% (n=521) of flavored cigarette retailers used mint/menthol flavor descriptors

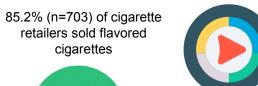


cigarette retailers used advertising signage

72.2% (n=512) of flavored cigarette retailers displayed flavored packs in the cashier zone



41.5% (n=342) of cigarette retailers sold loose cigarettes



71.4% (n=589) of cigarette retailers sold cigarettes with flavor capsules



69.6 % (n= 489) of flavored cigarette retailers used nonconventional flavor descriptors



7.3% (n=51) of flavored cigarette retailers offered special promotions



59.2% (n=416) of flavored cigarette retailers displayed flavored packs near sweets