Capsule cigarettes, e-cigarettes and heated tobacco products are gaining exposure at the point-of-sale (POS), an important marketing channel for the industry.

Background

- Electronic cigarettes (e-cigarettes), capsule cigarettes, and heated tobacco products (HTPs) are readily available in Guatemala.
- This country with weak FCTC implementation has yet to ban point of sale (POS) advertising.

Methods

- Data collection: Instrument adapted from a previously implemented checklist.
- Convenience stores randomly surveyed in two major cities of Guatemala (high and mid-SES neighborhoods).
- Data entry: Kobo Toolbox.
- Data analysis: STATA.

Results

- 60 stores surveyed.
- All sold conventional and flavored capsule cigarettes, 78% e-cigarettes and 68% HTPs.
- E-cigarette availability was significantly higher in Guatemala City (96%) than in Quetzaltenango (13%).
- HTPs were only found in the City (85%).
- All stores had interior ads; most were for capsule cigarettes (53%).

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