

Tobacco Advertising and Display at Points of Sale in 7 Mexican Cities

Widespread **noncompliance** with Mexico's tobacco product display ban highlights need for increased enforcement

Background

- Despite Mexico's 2022 nationwide tobacco advertising and display ban and prohibition of e-cigarette and heated tobacco product (HTP) sales, implementation challenges remain
- We examined the presence of cigarette, e-cigarette, and HTP advertising, promotion, and display at points of sale (POS) across Mexico

Methods

- From April 3–17, 2024, data collectors visited POS in seven Mexican cities: Cancún, Guadalajara, La Paz, Mexico City, Monterrey, Toluca, and Tuxtla Gutiérrez
- POS types: grocery stores, convenience stores, supermarkets, pharmacies, department stores, liquor stores, tobacco/vape shops
- Probabilistic two-stage sampling was used to select:
 1. 84 areas (12 per city) stratified by socioeconomic level
 2. 553 POS within selected areas based on estimated distribution for POS types
- Weighted statistics are presented



Results

- Cigarettes were displayed in 42% of POS, ranging from 26% (Guadalajara) to 69% (La Paz)
- Most prevalent among supermarkets (87%), liquor stores (79%), convenience stores (71%)
- Among POS displaying cigarettes:
 - 70% placed cigarettes near cashier, 43% near snacks
 - 13% allowed self-service access, of which 85% positioned cigarettes at children's eye-level (<1 meter off ground)
- Loose cigarettes were sold in 29% of all POS and 56% of liquor stores, despite being prohibited
- Few POS were observed selling HTPs (3%) or e-cigarettes (1%)
- Advertising (3%) and promotion (1%) of any products was rarely observed; most common in convenience stores (advertising: 19%; promotion: 9%)

Conclusions

- Enhanced enforcement is needed to limit product display
- Subnational efforts should also be prioritized, especially in cities and POS with high prevalence, to support consistent enforcement



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