

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

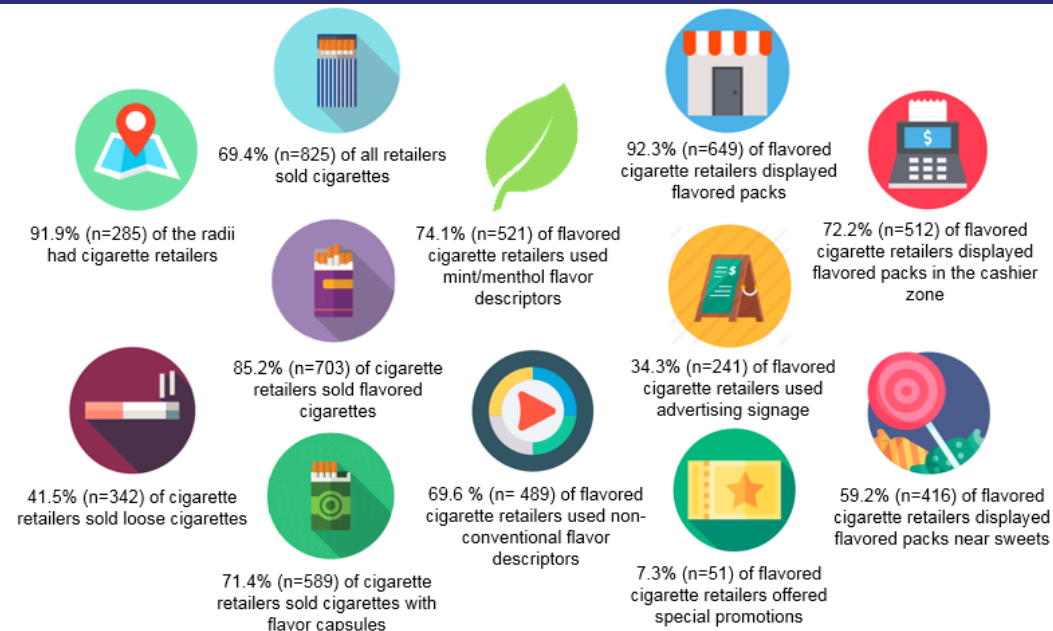
Trained observers recorded information about cigarette availability and product displays, advertising, and special promotions in January of 2017, from 1,188 retailers located within 100-250 meters of 310 primary and secondary schools. Retailers were identified by following a map to walk all streets located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



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



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



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



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



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



34.3% (n=241) of flavored cigarette retailers used advertising signage



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

85.2% (n=703) of cigarette retailers sold flavored cigarettes



69.6% (n= 489) of flavored cigarette retailers used non-conventional flavor descriptors



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



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



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