

# Availability of flavour capsule cigarette packs and sticks in Argentina, Guatemala, Mexico and Peru

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**Introduction.** The global tobacco epidemic is associated with considerable morbidity and mortality. While many countries have introduced policies aimed at restricting tobacco marketing, tobacco companies take advantage of regulatory gaps to diversify its offer and retain and attract new consumers. One such example is flavour capsule cigarettes, which are extremely popular in Latin America. We describe the availability of flavour capsule cigarette packs in several Latin American countries.

**Objective:** Describe the availability of cigarette packs and cigarettes with flavored capsules in Argentina, Guatemala, Mexico and Peru.

**Methods.** It is an exploratory and descriptive study developed between April and July 2023, a study was conducted in four cities in Argentina, Guatemala, Mexico and Peru, using the TPackSS methodology. A total of 2,081 points of sale located around schools in urban (81.6 percent) and rural (18.4 percent) areas in each of the four countries were visited. Characteristics of flavour capsule packs available were recorded, including place, pack type, and proximity to sweets.

The sample included points of sale in districts of low, medium and high socioeconomic strata of selected cities. To locate the sample of points of sale by country, public and private educational institutions were used as a starting point. Nearby stores are obviously an important place where adolescents obtain tobacco products. A total of 2081 points of sale (POS) were visited: Argentina (N = 512), Guatemala (N = 504), Mexico (N = 506) and Peru (N = 559).

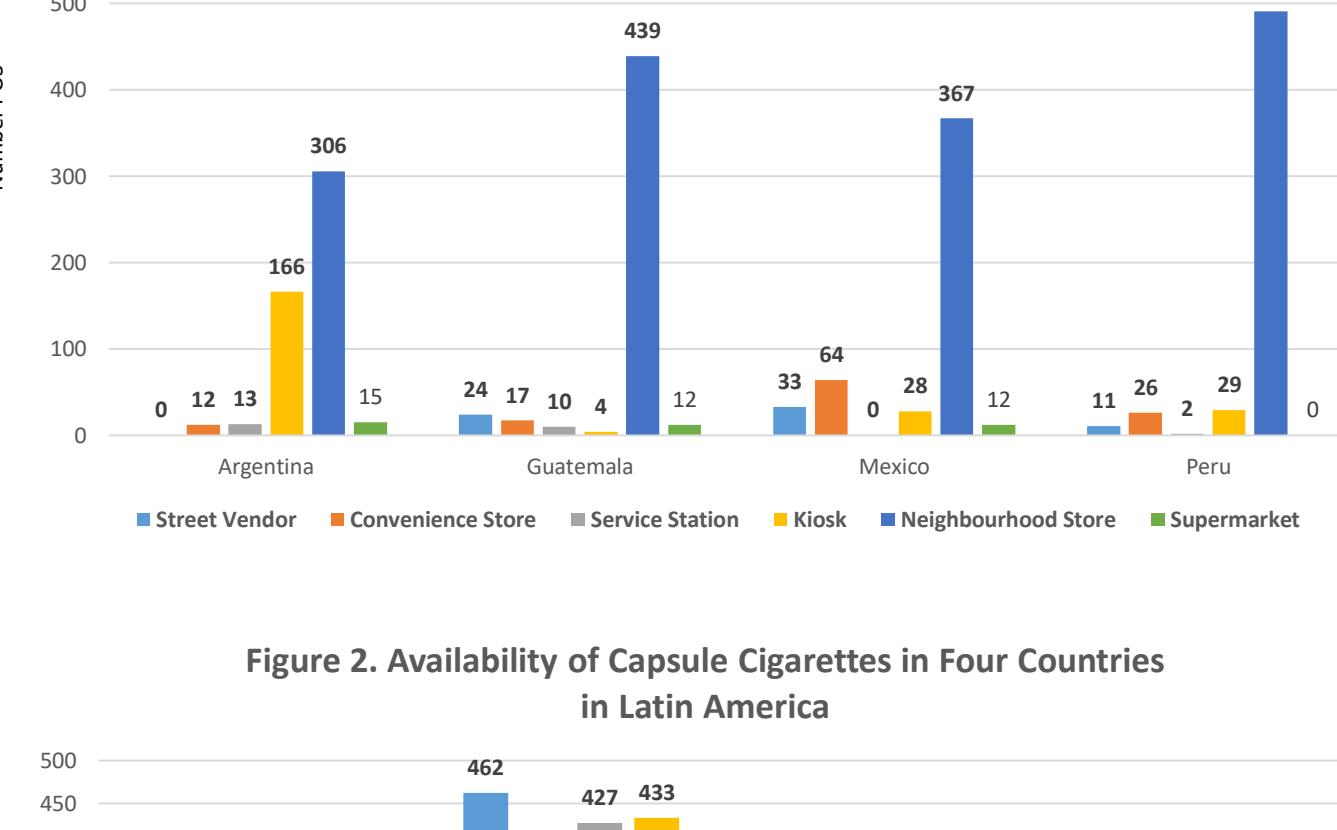


Figure 1. Distribution of Point of Sale by Country

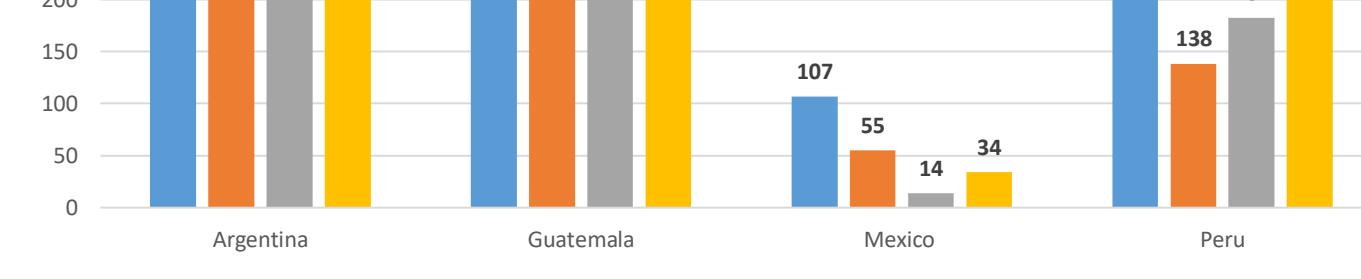
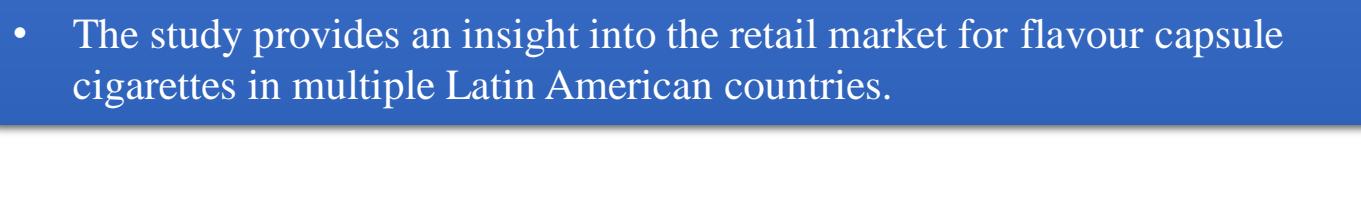
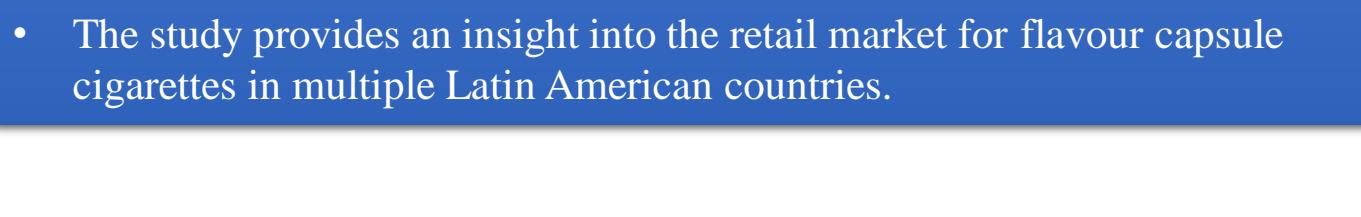


Figure 2. Availability of Capsule Cigarettes in Four Countries in Latin America



## Conclusions

- The most frequent points of sale in the four countries were kiosks and neighborhood stores
- In half of points of sale flavour capsule cigarette packs were available, in 3 out of 10 points of sale the sticks are close to the sweets and almost one-fifth of points of sale had flavour capsule cigarettes for three to four different brands.
- The study provides an insight into the retail market for flavour capsule cigarettes in multiple Latin American countries.

