

Research on the use of flavored tobacco products in Mexico

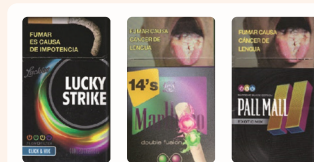
A case study

While there has been progress in tobacco control and prevention in Mexico, the tobacco industry still uses marketing tactics to attract new users. The use of flavors in tobacco products like cigarettes and e-cigarettes make the products more attractive, especially to young people.

Flavored Cigarettes

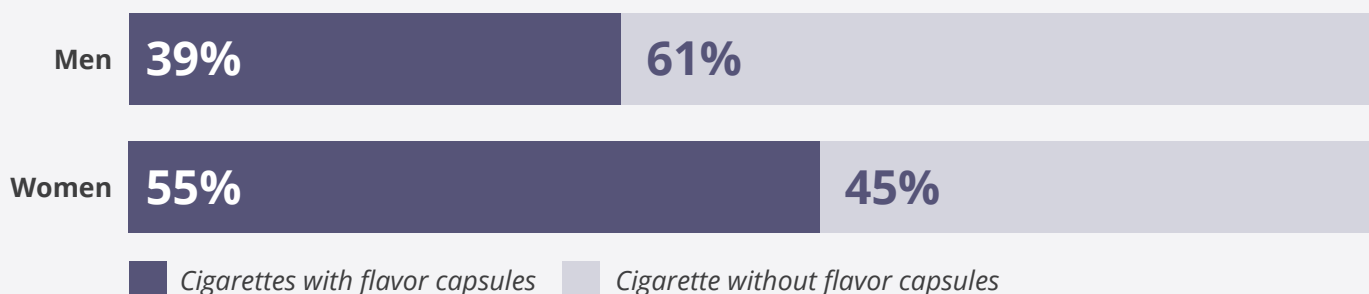
In 2011, cigarettes with flavor capsules were introduced to the market. Currently, there are a wide variety of flavor options including berry, mint and cucumber. The market share of these products has rapidly increased in Latin American countries, including Mexico.

“ The tobacco industry continues using old marketing tactics to promote cigarettes in Mexico. For instance, the tobacco industry is designing these flavor cigarettes packages that are **attractive for youth and young adults**. The packages have many colors, flavors options, and nice designs. In this example, we show three cigarette packages with different options regarding the number of capsules and the number of flavors. ”



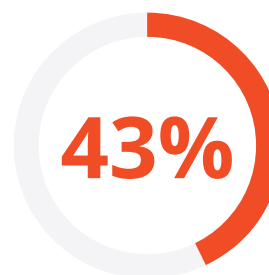
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Percentage of cigarette smokers aged 10 years and older in Mexico who smoke cigarettes with flavor capsules, 2018-2019



To learn more about the use of these flavored cigarettes, the Mexican National Institute of Public Health (INSP) at the Tobacco Research Department has conducted research on cigarette use patterns including the use of flavored cigarettes.

The researchers found that about 43% of persons aged 10 years or older in Mexico that smoked cigarettes, smoked cigarettes with flavor capsules. Overall, nearly 7% of persons in Mexico smoked flavor capsule cigarettes, compared to nearly 9% who smoked cigarettes without flavor capsules.



43% of persons 10 years or older in Mexico who smoked cigarettes, smoked cigarettes with flavor capsules

Flavored Cigarettes

Nearly 7 million people smoked cigarettes with flavor capsules, and smoking cigarettes with flavor capsules most common among women, adolescents or young adults, people with a higher education level, and people with a higher wealth index.

This research on flavored cigarettes is critical because it is the first to measure flavored capsule cigarette use in the Latin-American region using a nationally representative survey.

Flavored E-cigarettes

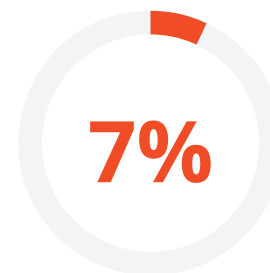
In Mexico, the sale, distribution, and importation of e-cigarettes are banned. However, like with cigarettes, the use of flavors for e-cigarettes are also becoming popular in some groups in Mexico, despite the ban.

In a series of studies, researchers found that about 12% of middle school students in Mexico City, Guadalajara and Monterrey used e-cigarettes. Students who preferred fruit and combined flavors used e-cigarettes more frequently than students who preferred mint flavors.

About 5% of people who smoke tobacco also use e-cigarettes. Young people in Mexico are trying e-cigarettes, and flavors are a driving factor.

Tobacco Control and Prevention

The inclusion of flavors in tobacco products like cigarettes and e-cigarettes could contribute to a rise in initiation of use in tobacco products among young people. Research from INSP and other tobacco control advocates is critical to inform tobacco control and prevention programs and policies in Mexico and in the region.



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