

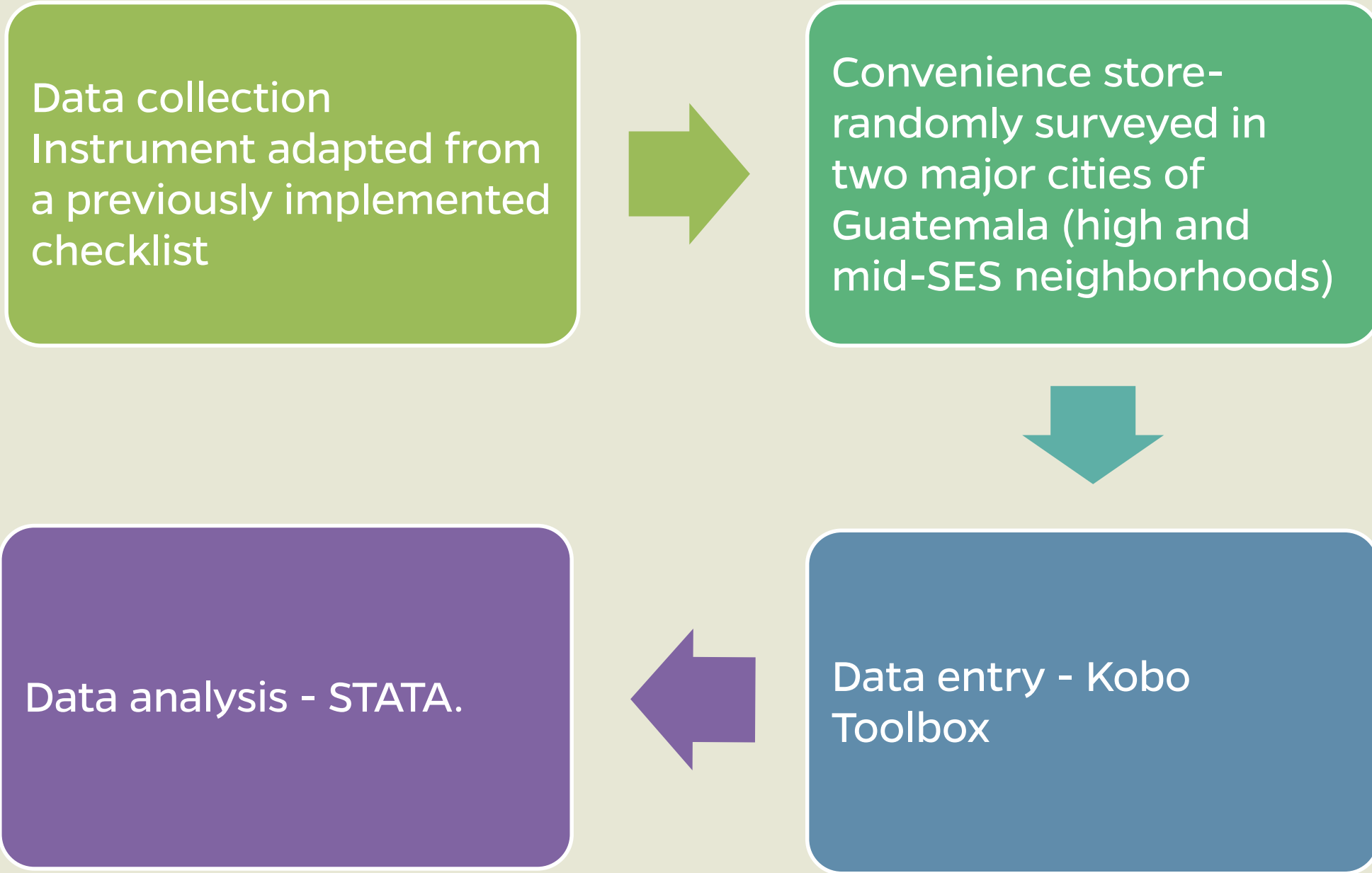
**NEW TOBACCO PRODUCTS, OLD
ADVERTISING STRATEGIES:
POINT-OF-SALE ADVERTISING
IN GUATEMALA**

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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



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%)

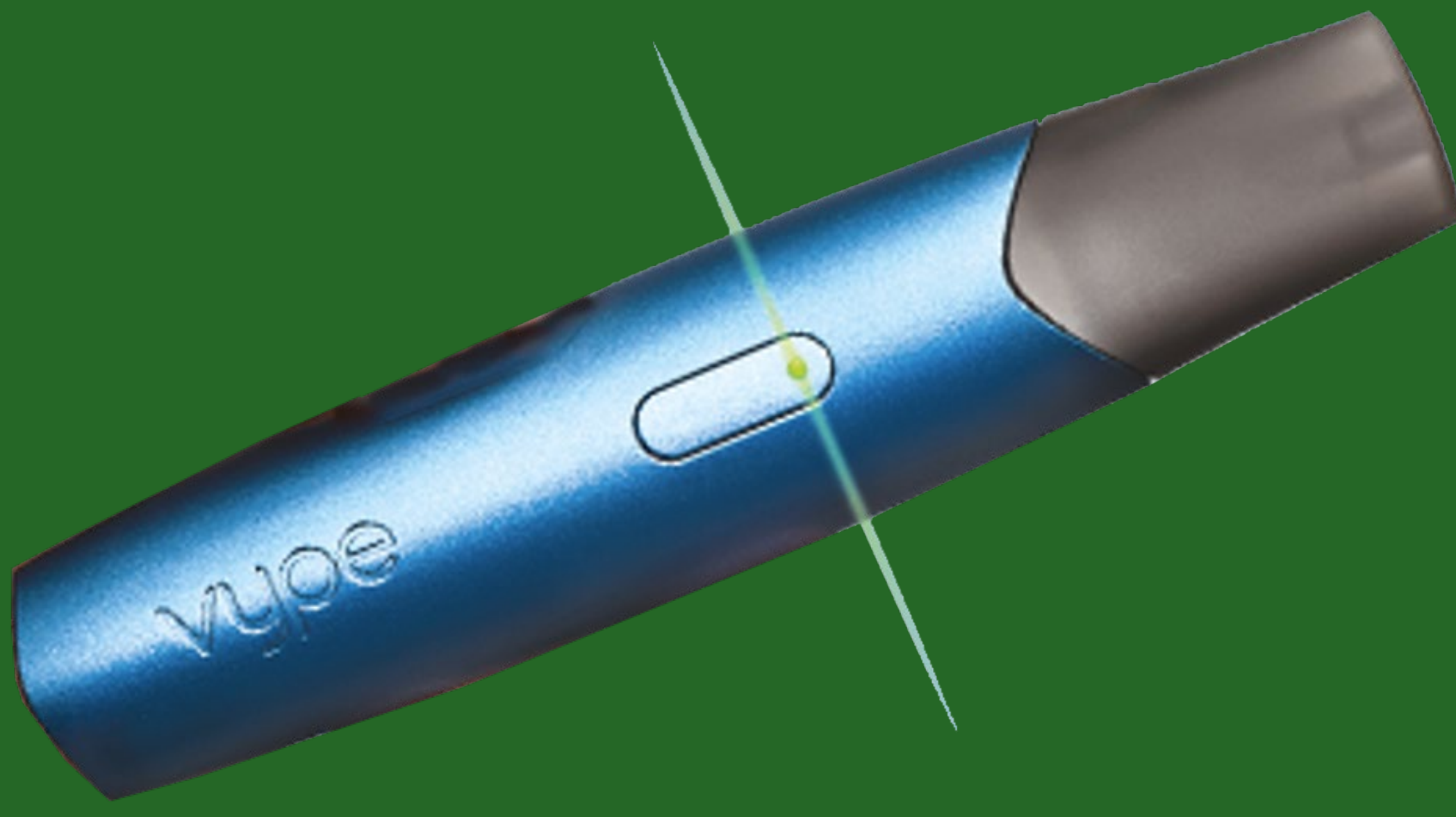


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Capsule cigarettes, e-cigarettes and heated tobacco products are gaining exposure at the point-of-sale (POS), an important marketing channel for the industry.



- Evidence documenting e-cigarettes and HTP advertising is limited
- In Guatemala e-cigarettes and HTPs are being heavily advertised at the POS and strategically placed to attract children and adolescents

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