

Cigarette, E-cigarette, and Heated Tobacco Product Marketing at Points of Sale in 10 Cities in Vietnam

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Background

Vietnam's Law on Tobacco Prevention and Control bans tobacco advertising and promotion and limits displays to one unit of each brand. Retail tobacco sale within 100 meters of schools is also banned. E-cigarettes and heated tobacco products are unregulated. We examined advertising and promotion for tobacco and nicotine products at points of sale (POS) to assess compliance and the nature of advertising and promotion at POS.

Methods

- Observational study of cigarette, e-cigarette, and heated tobacco product (HTP) advertising and promotion at POS
- Retailers within 100 meters of 510 schools and post offices were observed in 10 cities, diverse in terms of socioeconomics, geography and population size
- Urban and rural areas randomly selected in each city with schools and post offices randomly selected from these areas, while ensuring 100-meter radii did not overlap
- Observations included types of tobacco and/or nicotine products sold, types of advertisements and promotion, and placement of products and advertising

Tobacco is being sold, advertised, and promoted within 100 meters of schools in Vietnam, violating regulations.

E-cigarettes are largely not being sold by formal retailers.



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Results

- 1,470 retailers observed – 1,463 sold cigarettes and 12 sold e-cigarettes
- 35% (n=519) of retailers selling cigarettes displayed cigarette ads – most of these (97%, n=506) displayed signage
- 25% (n=3) of retailers selling e-cigarettes displayed cigarette ads, all signage
- 3% (n=52) of retailers selling cigarettes had a cigarette promotion- of these, 67% (n=35) had a price discount and 2% (n=1) promoted a sponsored event
- One retailer selling e-cigarettes had an e-cigarette promotion, a price discount and gift.

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