

# The Sale and Marketing of Cigarettes, E-cigarettes, and Heated Tobacco Products Near Schools in the Philippines

## Background

Bans on tobacco advertising, promotion, and sponsorship (TAPS) at points of sale (POS) can reduce youth initiation of tobacco use and encourage people who use tobacco to quit. Current regulations on cigarettes, e-cigarettes (commonly referred to as vapes), and heated tobacco products (HTPs; e.g., IQOS, Mok) in the Philippines prohibit sales, displays, advertisements, and promotions within 100 meters of schools.

An observational study conducted December 2022–January 2023 monitored the sale and marketing of cigarettes, e-cigarettes, and HTPs at retailers (n=6,617) within 200 meters of schools (n=353) located in urban and rural areas of nine cities/regions of the Philippines (**Image 1**), and assessed their compliance with legislation.

Results are presented for retailers both within 100m (to understand compliance with the current legislation) and 200m (to provide a more comprehensive picture of TAPS at the point of sale in the Philippines).

## Key Findings Among Retailers



Youth-targeted marketing tactics were commonly observed (**Figures 1-3 on reverse**).

Despite regulations requiring them, fewer than half had visible signage indicating that sales to people under 21 were prohibited (cigarette: 11%; e-cigarette: 4%; HTP: 48%).

Most sold flavored products (cigarette: 90%; e-cigarette: 98%; HTP: 98%).



Indoor and outdoor print ads (**Image 2**) were the most common forms of advertising across all.



Despite regulations prohibiting them, retailers (cigarette: 2,070; e-cigarette: 43; HTP: 33) were located within 100m of 78% of schools (n=276).



Indoor and outdoor ads and promotions were also visible within 100m, counter to regulations.

**Image 1.**  
Map of the nine cities/regions included in the study



**Image 2.**  
HTP and cigarette ads displayed outside a retail location in Metro Manila



## Conclusions

Filipino youth are being targeted through POS cigarette, e-cigarette, and HTP product displays and advertising. Evidence strongly supports action to alleviate youth interest, initiation, and experimentation of these products, including:

- ➔ Strictly enforcing regulations prohibiting sales and advertising within 100m of schools, especially given the high frequency of violations.
- ➔ Establishing a comprehensive national advertising and display ban that protects all Filipinos—including youth.

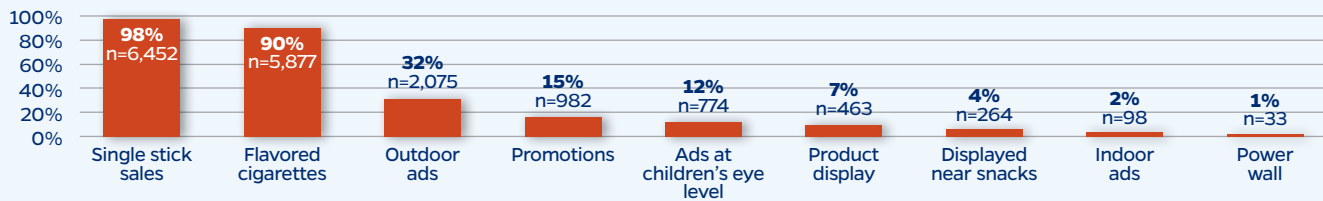


**Global Tobacco Control Progress Hub**  
Analyze the Philippines' progress towards complete FCTC Article 13 implementation

## Cigarette Retailers

Marketing tactics targeting youth were observed at cigarette retailers within 200m of schools:

**Figure 1: Percentage of Cigarette Retailers (n=6,566) Observed Exhibiting Youth-Targeted Marketing Tactics**

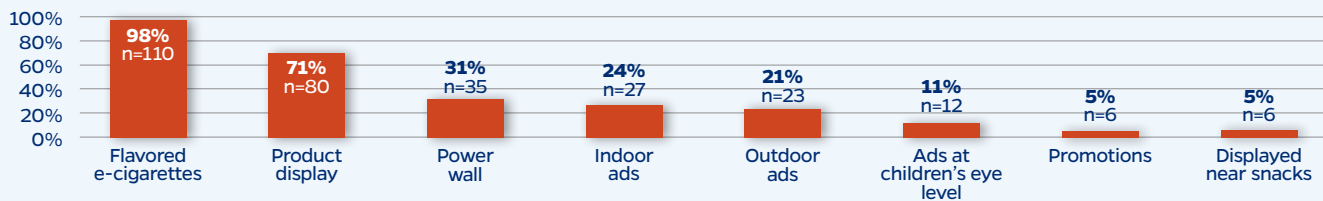


## E-cigarette Retailers

E-cigarettes were most often found in convenience stores (n=40, 36%) and vape shops (n=33, 30%).

Marketing tactics targeting youth were observed at e-cigarette retailers within 200m of schools:

**Figure 2: Percentage of E-cigarette Retailers (n=112) Observed Exhibiting Youth-Targeted Marketing Tactics**

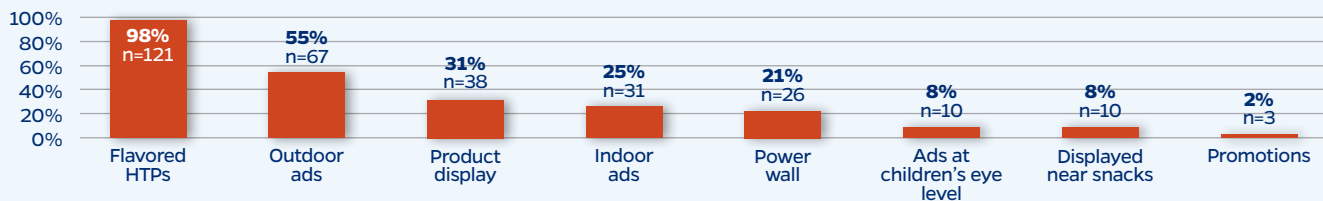


## HTP Retailers

HTPs were found primarily in sari-sari (n=71, 58%) and convenience stores (n=36, 30%).

Marketing tactics targeting youth were observed at HTP retailers within 200m of schools:

**Figure 3: Percentage of HTP Retailers (n=123) Observed Exhibiting Youth-Targeted Marketing Tactics**



## Spinning a Global Web

A global marketing surveillance study captured more than 19,500 observations of nearly identical, youth-targeted POS advertising tactics near playgrounds and schools in the Philippines and elsewhere—emphasizing the magnitude at which multinational tobacco companies target minors worldwide.

Access the report and video:

