

Based on study results, a **standard-sized** smokeless tobacco **paper sachet** pack could **improve HWL compliance** and **reduce tobacco use** in India.



Standard Pack A (Paper Sachet)



Standard Pack B (Tin Cylinder)

Standardizing the Shape of Smokeless Tobacco Packs in India to Enhance HWL Visibility and Increase Product Harm Perceptions

Background

In India, smokeless tobacco (SLT) products are available in a wide variety of pack materials, shapes, and sizes. This can limit health warning label (HWL) compliance, leaving room for attractive branding. Approximately, 21% of Indian adults use SLT, with khaini being the most popular form. We explored perceptions of two standard sized khaini pack options and compare them to each other and existing khaini products on the market.

Methods

- In March 2023, we conducted 24 focus groups (FGs) equally stratified by SLT use, urbanicity, and gender, in Jharkhand, Maharashtra, and Uttar Pradesh
- All groups were given 7 existing khaini packs and 2 standard khaini packs to refer to in the discussion

Results

- Standard shaped packaging increased HWL noticeability and perceived harms compared to existing SLT packs across groups
- All FGs noted how the HWL image and text on both standard packs were more noticeable and legible than the HWLs on existing packs due to the clarity and larger size of the HWL relative to product branding
- All FGs discussed limited visibility of HWLs on existing khaini packs; images were often too small, blurry, faint, or dull
- FGs discussed that the larger, more noticeable HWL on the standard paper sachet made it appear more harmful than the standard tin cylinder. Most FGs found the standard tin cylinder more attractive due to its durable material and smaller HWL

Existing khaini packs

“The warning sign is not clearly seen because the packet is small. You can't notice it because of the shape of the packet.”

—Khaini user group, Women,
Rural Maharashtra



Note: Packs scaled by relative size

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Tobacco industry	E-cigarette & nicotine product industry	Pharma industry
NO	NO	NO
NO	NO	NO

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