

# MEXICO

## Prevalence of tobacco use

### Youth

POPULATION GROUP	CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%)	CURRENT CIGARETTE SMOKING (%)	CURRENT SMOKELESS TOBACCO USE (%)
Men	21.6	15.8	5.9
Women	17.7	12.9	3.9
Total	19.8	14.6	4.9

Source: Global Youth Tobacco Survey, 2011 (13-15 years).

### Adults

POPULATION GROUP	CURRENT TOBACCO USE (SMOKED AND SMOKELESS) (%)	CURRENT CIGARETTE SMOKING (%)	CURRENT SMOKELESS TOBACCO USE (%)
Men	25.2	25.2	0.4
Women	8.2	8.2	0.0
Total	16.4	16.3	0.2

Source: Global Adult Tobacco Survey, 2015 (≥15 years).

## MPOWER Measures

### M (MONITORING)

Survey	Youth	Adults
Recent	Yes	Yes
National representativeness	Yes	Yes
Periodic	No	Yes

### P (SMOKE-FREE POLICIES)<sup>a</sup>

Health centers	b
Schools (except universities)	Yes
Universities	b
Government buildings	b
Offices	b
Restaurants	b
Bars and pubs	b
Public transportation	No

a Although the federal law is not complete, there are comprehensive laws at the subnational level.

b The possibility exists for creating areas for smokers, but they must be separate, completely closed and under very strict technical conditions.

### O (CESSATION)

Toll-free quitline	Yes	
Nicotinic substitution therapy is available in:	Are the costs covered?	
Pharmacies	Partially	
Cessation services are available in:	Are the costs covered?	
Primary care services	Yes, in most	Partially
Hospitals	Yes, in some	Partially
Doctor's offices	Yes, in some	Partially
The community	Yes, in some	Partially
Other	Yes, in some	No

--- Data not reported/not available

--- Data not required/not applicable

For definitions of the indicators and color-coded ratings, see the Technical Note.

### W (WARNINGS)

Health warnings required by law	Yes
Images	Yes
Size (average-front/back)	65-30/100
Ban on misleading terms	Yes
Is any feature missing?	No

### E (ADVERTISING BANS)

Ban on direct advertising	
Television, radio, and print media	Incomplete <sup>c</sup>
Billboards	Yes
Publicity at points of sale	No
Ban on product placement	
Ban on promotion	Incomplete <sup>c</sup>
Ban on sponsorship	Yes
Ban on product display	No

c For more information, see Tables 9 and 10.

### R (TAXATION)

Price of most sold brand (pack of 20 cigarettes)		
In national currency	MXN	47.39
In international dollars		5.67
Tax (share of the final price of most sold brand)		
Total taxes		67.29
Specific excise taxes		14.77
Ad valorem excise taxes		38.73
Value-added tax (VAT)		13.79
Import duties		0.00
Other taxes		0.00
Evolution of taxes and prices	2008	2016
Tax (share of the final price of most sold brand)	61.17	67.29
Price of most sold brand (international dollars)	3.99	5.67



	WHO FRAMEWORK CONVENTION ON TOBACCO CONTROL	PROTOCOL TO ELIMINATE ILLICIT TRADE IN TOBACCO PRODUCTS
Date of signature (d/m/y):	12/08/2003	—
Date of the ratification or accession (d/m/y):	28/05/2004	—

## Tobacco: prices and taxes

### RETAIL PRICE PER PACK OF 20 CIGARETTES

		In local dollars (MXN)	In international dollars (PPP) <sup>1</sup>
Most popular brand:	Marlboro	47.39	5.67
Most inexpensive brand:	Winston	24.00	2.87
Most expensive brand:	Marlboro (premium variant)	54.00	6.46

### TAXES ON TOBACCO<sup>2</sup>

#### Taxes as percentage of the final price of the most sold brand

	Specific taxes <sup>4</sup>	
Excise taxes <sup>3</sup>	<i>Ad valorem</i> tax <sup>5</sup>	14.77%
		38.73%
Value-added/sales tax (VAT)		13.79%
Import duty <sup>6</sup>		0.00%
Other taxes		0.00%
Total excise taxes		67.29%

#### Design and administration of cigarette taxes

Are taxes applied in mixed fashion (*ad valorem* and excise)?

Yes

If a mixed tax system is used, is the tax burden of excise taxes greater than that of *ad valorem* taxes?<sup>7</sup>

No

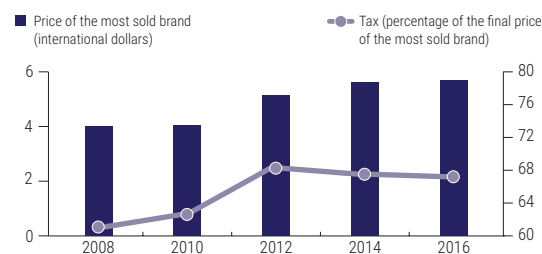
If an *ad valorem* or mixed tax system exists, is a specific minimum tax applied?<sup>8</sup>

No

- The international dollar is a currency unit adjusted for purchasing power parity (PPP) that is used to compare the value of products and services in different countries.
- Taxes: taxes imposed on goods or services which cause consumers to pay higher prices.
- Excise taxes: these have a greater impact on public health since they are applied exclusively to tobacco products and raise their relative price compared to other products and services.
- Specific tax: it is established in relation to quantity, for example, a set quantity of cigarettes, or by weight.
- Ad valorem* tax: is based on the value of the product, such as a percentage of the retail price, the manufacturer's price, etc.
- The effectiveness of import duties in raising sales prices has been declining as countries have signed bilateral, regional, and global trade agreements.
- Specific excise taxes tend to raise consumer prices more, relatively, than *ad valorem* taxes. Imposing the same specific excise tax on all cigarettes sends the clear message that they are all equally detrimental.
- If the tax calculated falls below a specified minimum level, a specific tax rate is applied.

### EVOLUTION OF TAXES AND PRICES ON THE MOST POPULAR BRAND OF CIGARETTES

	2008	2010	2012	2014	2016
Tax (percentage of the final price of the most sold brand)	61.17%	62.70%	68.34%	67.60%	67.29%
Price of the most sold brand (international dollars)	3.99	4.03	5.14	5.62	5.67



### EVOLUTION OF THE PRICE OF CIGARETTES COMPARED TO INCOME

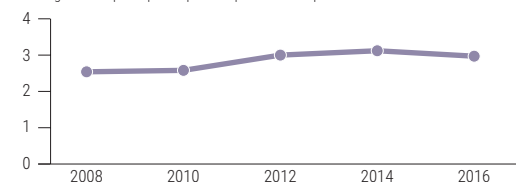
	2008	2010	2012	2014	2016
Percentage of per capita GDP required to purchase 100 packs <sup>9</sup>	2.54%	2.58%	3.00%	3.12%	2.97%

Have cigarettes become less affordable since 2008? Yes

Did cigarettes become less affordable between 2014 and 2016? No<sup>10</sup>

- Note that a higher percentage means it is less affordable, which discourages cigarette smoking.
- Cigarettes became more expensive between 2012 and 2014, then became more affordable from 2014 to 2016.

Percentage of GDP per capita required to purchase 100 packs



### SUPPLEMENTARY INFORMATION ON TAXES

Are tax stamps or bar codes required for tobacco products?	Yes <sup>11</sup>
Are duty-free sales banned or limited?	Limit of 200 cigarettes
Is tobacco tax revenue pre-allocated to a specific purpose or activity?	No

<sup>11</sup> Indicates that tax stamps or codes can be read by the naked eye (such as color-changing inks, holograms, latent images, watermarks, and security threads).

... Data not reported/not available

--- Data not required/not applicable