

Brazil

Tobacco Control Policies

Brazil became a Party to the WHO Framework Convention on Tobacco Control on February 4, 2006.

Smoke Free Places: Smoking is prohibited in nearly all enclosed public places and in enclosed workplaces with more than one worker. Smoking is prohibited in aircraft and vehicles of public transportation. Subnational jurisdictions are permitted to enact more stringent smoke free laws.

Tobacco Advertising, Promotion and Sponsorship: Tobacco advertising and promotion is prohibited, with a sole exemption granted for the display of the products at the point of sale. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: The law requires the display of a set of nine pictorial health warnings covering 100 percent of the back of the packages. The warnings must rotate. An additional text warning must cover 30 percent of the lower part of the front of the packages, and a qualitative constituents and emissions statement must cover 75 percent of one lateral side. Misleading terms are prohibited on tobacco packaging, but other misleading packaging (e.g., colors, numbers) is not prohibited.

Tobacco Taxation and Prices: The World Health Organization recommends raising tobacco excise taxes so that they account for at least 70 percent of retail prices. Tobacco excise taxes in Brazil are well below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	No	Private offices	Yes
Primary and secondary schools	Yes	Public transport	Yes
Universities	Yes	Restaurants	Yes
Governmental facilities	Yes	Bars and Pubs	Yes
Can subnational jurisdictions enact more stringent smoking restrictions?	Yes		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	Yes
Domestic magazines and newspapers	Yes	Non-tobacco products or services with tobacco brand names	Yes
Outdoor advertising	Yes	Tobacco products with non-tobacco brand names	Yes
Outdoor advertising (e.g., billboards, posters)	Yes	Paid placement in media	Yes
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	Yes		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	9
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	65%	Warnings are written in the principal language(s)	Yes
Front	30%	Ban on misleading packaging and labeling	Yes
Back	100%	Health warnings on smokeless tobacco products	Yes
TOBACCO TAXATION AND PRICE			
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES		TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)	
In country currency	5.25 BRL	Total taxes	82%
In US dollars	1.01 USD	Total excise	39%

-Tobacco products with non-tobacco brand names: The law does not specifically address reverse brand stretching. Because the term "commercial advertising" is not defined, it is difficult to determine if the ban on commercial advertising covers reverse brand stretching.

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: www.tobaccocontrolaws.org

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: www.who.int/tobacco/global_report/en/

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