

Ecuador

Tobacco Control Policies

Ecuador became a Party to the WHO Framework Convention on Tobacco Control on October 23, 2006.

Smoke Free Places: Smoking is prohibited in indoor workplaces, public places and public transportation. There is one exemption to the smoking ban, which allows smoking in up to 10 percent of hotel guestrooms provided the rooms are designated as smoking rooms only and comply with regulations. Smoking is also prohibited in outdoor areas of health facilities and primary and secondary educational facilities. Sub-national jurisdictions may adopt regulations that are more stringent.

Tobacco Advertising, Promotion and Sponsorship: Most forms of tobacco advertising and promotion are prohibited with a few exceptions. Tobacco advertising is permitted inside places that may be accessed by adults (18+ years) only and through direct communication by email or the postal services, provided the adult consumer requests to receive information in writing, and the consumer's being of majority age is verified. Although sponsorship by the tobacco industry is only prohibited in part, all publicity of sponsorship is prohibited.

Tobacco Packaging and Labeling: Tobacco product packages must contain text and pictorial health warnings covering 60 percent of both the front and back of the pack. Other qualitative health information must occupy 70 percent of one side panel of tobacco product packages. Misleading packaging and labeling, including terms such as "light" and "low tar" and other signs, is 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 Ecuador are below these recommendations.

SMOKE FREE ENVIRONMENTS COMPLETE SMOKING BAN			
Health-care facilities	Yes	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)	No	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	6
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	60%	Warnings are written in the principal language(s)	Yes
Front	60%	Ban on misleading packaging and labeling	Yes
Back	60%	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	5.70 USD	Total taxes	67%

TOBACCO TAXATION AND PRICE			
In US dollars	5.70 USD	Total excise	56%

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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