

# Mexico

## Tobacco Control Policies

Mexico became a Party to the WHO Framework Convention on Tobacco Control on February 27, 2005.

**Smoke Free Places:** Smoking is prohibited in indoor workplaces, public places, and on means of public transport. Designated smoking areas, where permitted, must be located in open air spaces.

**Tobacco Advertising, Promotion and Sponsorship:** The law bans tobacco advertising and promotion, including product display at points of sale. All forms of tobacco sponsorship are prohibited.

**Tobacco Packaging and Labeling:** Rotating pictorial and text health warnings are required to cover at least 30 percent of the front, 100 percent of the back, and 100 percent of one side of smoked tobacco products packages. For smokeless tobacco products, a text warning is required and it must cover 100 percent of one side face. The law also prohibits misleading tobacco product packaging and labeling.

**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 Mexico 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)	Yes	Paid placement in media	Yes
Retail product display	Yes	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	4
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	66.00 MXN	Total taxes	68%
In US dollars	3.00 USD	Total excise	54%

Sources:

SF, APS, PL: Campaign for Tobacco-Free Kids Legal Website. Available at: [www.tobaccocontrollaws.org](http://www.tobaccocontrollaws.org)

Tax: WHO Report on the Global Tobacco Epidemic, 2021. Available at: [www.who.int/tobacco/global\\_report/en/](http://www.who.int/tobacco/global_report/en/)

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