

Peru

Tobacco Control Policies

Peru became a Party to the WHO Framework Convention on Tobacco Control on February 28, 2005.

Smoke Free Places: Smoking is prohibited in all indoor workplaces, public places, and on all means of public transport. Smoking is also prohibited in all outdoor areas of educational and health facilities.

Tobacco Advertising, Promotion and Sponsorship: There is no comprehensive ban on tobacco advertising, promotion and sponsorship. Rather, certain specified practices are prohibited or restricted. Tobacco advertising is prohibited on television, radio and websites. Tobacco advertising is restricted to newspapers and magazines whose target audience is over the age of 18, and advertising may not be on the front or back cover. It is prohibited in certain locations, including: in health facilities; in public offices; in, or within 500 meters of, education facilities of any level or nature; at sporting activities of any type; at exhibits and shows where entry is permitted to those under 18 years of age; or within reach of minors at places catering to the public. Brand marking is prohibited on clothes and accessories. There are some restrictions on tobacco sponsorship and the publicity of such sponsorship.

Tobacco Packaging and Labeling: The law requires all tobacco product packages to display a health warning with accompanying graphic image occupying 50 percent of each of the principal display areas. A different warning and image must be displayed on each side. There are twelve authorized health warnings. Two phrases and two different images, as predetermined through Ministerial Resolution from the Ministry of Health, are rotated every twelve months. 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 Peru 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?	No		
BANS ON TOBACCO ADVERTISING, PROMOTION, AND SPONSORSHIP			
Domestic TV and radio	Yes	Promotional discounts	No
Domestic magazines and newspapers	No	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	No
Retail product display	No	Financial sponsorship, including corporate social responsibility	Yes
Internet advertising	Yes	Publicity of sponsorships	Yes
Free distribution	No		
HEALTH WARNINGS ON SMOKED TOBACCO PRODUCTS			
Text warnings describe health impacts	Yes	Number of published warnings at any given time	2
Warnings include a picture or graphic	Yes	Warnings required to rotate	Required
% of principal display areas covered (front and back)	50%	Warnings are written in the principal language(s)	Yes
Front	50%	Ban on misleading packaging and labeling	Yes
Back	50%	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	12.20 PEN	Total taxes	68%
In US dollars	3.48 USD	Total excise	52%

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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