

Uruguay

Tobacco Control Policies

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

Smoke Free Places: Smoking is prohibited in all enclosed public places, enclosed workplaces, and public transportation. In addition, smoking is prohibited within the outdoor premises of health and educational institutions.

Tobacco Advertising, Promotion and Sponsorship: The law prohibits all forms of tobacco advertising, promotion and sponsorship.

Tobacco Packaging and Labeling: Plain packaging is required for all cigarette and roll-your-own tobacco products available for retail sale as of December 21, 2019. One of four authorized pictures and accompanying text warnings must be displayed on 80 percent of the two principal display areas of each tobacco product package. Warnings must be distributed evenly across each brand and new warnings are to be issued every 12 months. Misleading packaging and labeling, including terms such as “light” and “low tar” and other signs, is prohibited. Further, each tobacco brand may only possess a single form of presentation.

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 Uruguay are well 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?	Uncertain		
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)	80%	Warnings are written in the principal language(s)	Yes
Front	80%	Ban on misleading packaging and labeling	Yes
Back	80%	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	165.00 UYU	Total taxes	66%
In US dollars	3.89 USD	Total excise	48%

Sources:

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

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

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