

Mexico

Tobacco Policy Status

SMOKE-FREE ENVIRONMENTS: Mexico passed a national smoke-free law in 2008. However, the law allows for designated smoking rooms. Mexico has a national ban on smoking in primary and secondary educational facilities. Sub-national jurisdictions have the authority to pass smoke-free laws that are stronger (but not weaker) than the national law. In 2008, Mexico City banned smoking in most indoor workplaces and public places, including restaurants and bars.

BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP: Tobacco advertising is banned on TV, radio, and in magazines targeted to children. Tobacco sponsorship and free distribution are also banned. However, advertising is still permitted inside point-of-sale, through the mail, and in publications for adults only.

HEALTH WARNINGS ON TOBACCO PACKAGES: Rotating pictorial and text health warnings are required to cover at least 30% of the front and 100% of the back of smoked tobacco products packages. For smokeless tobacco products, a text warning is required and it must cover 100% of one side face. The law also prohibits misleading tobacco product packaging and labeling and requires the qualitative (descriptive) disclosure of constituents and emissions.

TOBACCO TAXATION AND PRICES: Tobacco taxes in Mexico fall below the World Bank's recommendation that tobacco taxes make up two-thirds to four-fifths of retail price.

Tobacco Control Policies

SMOKE-FREE ENVIRONMENTS – COMPLETE SMOKING BANS				
Health-care facilities	No	Indoor offices	No	
Educational facilities, except universities	Yes	Public transport	Yes	
Universities	No	Restaurants	No	
Governmental facilities	Yes ¹	Pubs and bars	No	
Do sub-national jurisdictions have the authority to adopt laws that completely ban tobacco smoking?			Yes	
BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP				
National TV and radio	Yes	Free distribution	Yes	
International TV and radio	Yes ²	Promotional discounts	Yes	
Local magazines/newspapers	No	Non-tobacco products with tobacco names	Yes	
International magazines/newspapers	No	Non-tobacco brand used for tobacco product	Yes ³	
Billboards and outdoor advertising	Yes	Appearance of tobacco products in TV and/or films	No	
Point-of-sale	No	Sponsored events	Yes	
Internet	No			
HEALTH WARNINGS ON TOBACCO PACKAGES				
Law mandates specific warnings	Yes	Number of approved warnings	8	
Warnings describe harmful effects of tobacco use	Yes	Warnings required to rotate	Yes	
Warnings include a picture or graphic	Yes	Warnings are written in the principal language(s)	Yes	
% of principal display areas covered (front and back)	65%	Warnings have mandated font style, font size and color	Yes	
Front	30%	Ban on misleading descriptors	Yes	
Back	100%			
TOBACCO TAXATION AND PRICE				
PRICE OF MOST SOLD BRAND, PACK OF 20 CIGARETTES			TAXES ON MOST SOLD BRAND (% OF RETAIL PRICE)*	
In currency reported by country	MXN	30.00	Total taxes	63%
In US\$ at official exchange rate	USD	2.37	Total excise (specific and ad valorem)	49%
			Value added tax (VAT)	13%

* Individual categories of tax may not add to total due to rounding

Sources:

WHO Report on the Global Tobacco Epidemic 2011 available from: <http://who.int/tobacco>

¹ In Federal facilities only. Source: Regulation of the General Law for Tobacco Control, Art. 54.

² General Law for Tobacco Control, Art. 23 and Regulation of the General Law for Tobacco Control, Arts. 40, 42

³ General Law on Tobacco Control (Ley General para el Control del Tabaco), Art. 16(VI)