

**Country profile**  
**Mexico**

**WHO Framework Convention on Tobacco Control (WHO FCTC) status**

Date of signature	12 August 2003
Date of ratification (or legal equivalent)	28 May 2004

**Socioeconomic context**

Population	128 632 004
Income group	Middle-income

**National tobacco control programme as at 31 December 2016**

Specific national government objectives in tobacco control	Yes
National agency or technical unit for tobacco control	Yes
Number of full-time equivalent staff	5
Government's expenditures on tobacco control, latest available year (2016), in currency reported by country	MXN 140 131 205 <sup>1</sup>

<sup>1</sup> The reported amount includes tobacco control expenditures from the federal government's national programme for the Prevention and Care of Addictions.

**Summary of MPOWER measures**

<b>M</b> MONITORING	<b>P</b> SMOKE-FREE POLICIES	<b>O</b> CESSATION PROGRAMMES	<b>W</b> HEALTH WARNINGS MASS MEDIA	<b>E</b> ADVERTISING BANS	<b>R</b> TAXATION CIGARETTES LESS AFFORDABLE SINCE 2008	
						<b>YES</b>

The legend explaining the colours in this table appears at the end of this document.

The methods used to derive all data in this profile are described in the technical notes of the WHO report on the global tobacco epidemic, 2017.

# WHO report on the global tobacco epidemic, 2017

Country Profile: Mexico

## Monitor tobacco use and prevention policies

### Prevalence of tobacco use

Tobacco use data from the latest survey results as at 31 December 2016

Prevalence (%)	Youth tobacco use		Adult tobacco smoking		Adult cigarette smoking	
	Current tobacco use	Current cigarette smoking	Current	Daily	Current	Daily
Male	21.6	15.8	25.2	11.9	25.2	11.8
Female	17.7	12.9	8.2	3.6	8.2	3.6
Total	19.8	14.6	16.4	7.6	16.3	7.5

Youth: Global Youth Tobacco Survey, 2011; National, ages 13-15

Adult: Global Adult Tobacco Survey (GATS), 2015; National, ages 15+

Smokeless tobacco use data from the latest survey results as at 31 December 2016

Prevalence (%)	Youth smokeless use	Adult smokeless use
	Current smokeless tobacco use	Current smokeless tobacco use
Male	5.9	0.4
Female	3.9	0.0
Total	4.9	0.2

Youth: Global Youth Tobacco Survey, 2011; National, ages 13-15

Adult: Global Adult Tobacco Survey (GATS), 2015; National, ages 15+

### WHO age-standardized estimated prevalence of smoking among those aged 15 years or more: Year 2015

These rates are modelled using all national survey data published since 1990 to estimate the underlying prevalence trends by sex, then applying age-standardization to allow comparison with other countries. They do not necessarily resemble country data from 2015. See the report for further details.

Prevalence (%)	Any smoked tobacco		Cigarettes	
	Current	Daily	Current	Daily
Male	22.1	12.8	20.3	12.2
Female	7.1	4.0	6.4	3.8
Both sexes	14.5	8.3	13.3	7.9

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico



### Smoke-free environments

	2016	Compliance 2016 §
<b>Complete* smoke-free laws exist in the following places:</b>		
Health-care facilities	*	—
Educational facilities except universities	Yes	6
Universities	*	—
Government facilities	*	—
Indoor offices and workplaces	*	—
Restaurants	*	—
Cafés, pubs and bars	*	—
Public transport	No	—
All other public places	—	
Compliance score §		6
National law requires fines for smoking	Yes	
Fines levied on the establishment	Yes	
Fines levied on the smoker	Yes	
Funds dedicated for enforcement	Yes	
Complaint system that requires an investigation after a complaint	Yes	

\*“Complete” is used in this report to mean that smoking is not permitted, with no exemptions allowed, except in residences and indoor places that serve as equivalents to long-term residential facilities, such as prisons and long-term health and social care facilities such as psychiatric units and nursing homes. Ventilation and any form of designated smoking rooms and/or areas do not protect from the harms of second-hand tobacco smoke, and the only laws that provide protection are those that result in the complete absence of smoking in all public places.

\* Designated smoking rooms (DSRs) are permitted under the law and all technical requirements are mandated.

§ A score of 0–10. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

### Subnational laws on smoke-free environments

Subnational laws exist. Please refer to the report.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico



### Treatment of tobacco dependence as at 31 December 2016

♦ These data are sourced from the COP report, where one was submitted by the country.

† These data are partially sourced from the COP report, where one was submitted by the country.

Where no data are available, the table shows “...”. Where data were not required, the table shows “–”.

		2016
Is there a toll-free telephone quit line/help line with a live person available to discuss cessation with callers in Mexico?		Yes
Nicotine replacement therapy (NRT, e.g., patch, gum, lozenge, spray or inhaler)	Is this product legally sold in the country? ♦	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy without a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product? ♦	Partially
	Is any NRT on the country's essential drugs list?	Yes
Bupropion (e.g., Zyban, Wellbutrin)	Is this product legally sold in your country? ♦	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product? ♦	Partially
Varenicline	Is this product legally sold in your country? ♦	Yes
	Where and how can this product be legally purchased in your country?	In a pharmacy with a prescription
	Does the national/federal health insurance or the national health service cover the cost of this product? ♦	Partially
Is smoking cessation support available in the following places in your country?	Health clinics or other primary care facilities †	Yes in most
	Hospitals †	Yes in some
	Office of a health professional †	Yes in some
	In the community	Yes in some
	Other †	Yes in some
Does the national/federal health insurance or the national health service cover the cost of this support?	Health clinics or other primary care facilities ♦	Partially
	Hospitals ♦	Partially
	Office of a health professional ♦	Partially
	In the community	Partially
	Other †	No

# WHO report on the global tobacco epidemic, 2017

Country Profile: Mexico



## Health warnings on tobacco packages

	2016		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law mandate that health warnings appear on tobacco packages?	Yes	Yes	Yes
What percentage of the principal display areas of the package is legally mandated to be covered by health warnings? FRONT AND REAR COMBINED	65	65	^
What percentage of the principal display areas of the FRONT of the package is legally mandated to be covered by health warnings?	30	30	^
What percentage of the principal display areas of the REAR of the package is legally mandated to be covered by health warnings?	100	100	^
Does the law mandate that the warning be placed at the top of the principle display areas of the package?	Yes	Yes	No
Does the law mandate font style, font size and colour for package warnings?	Yes	Yes	Yes
Are the health warnings rotating on packages?	Yes	Yes	Yes
Are the health warnings on packages written in the principal language(s) of the country?	Yes	Yes	Yes
Does the law require that health warnings on packages are not obscured in any way, including by required markings such as tax stamps?	Yes	Yes	Yes
Do the health warnings on packages include a photograph or graphic?	Yes	Yes	No
Do health warnings appear on each package and any outside packaging and labelling used in the retail sale?	Yes	Yes	Yes
Does the law on health warnings apply to products whether manufactured domestically, imported, AND for duty-free sale?	Yes	Yes	Yes
Does the law state that warnings on packages do not remove or diminish the liability of the tobacco industry?	No	No	No
Do health warnings on packages describe the harmful effects of tobacco use on health?	Yes	Yes	Yes
Does the law mandate specific health warnings on packages?	Yes	Yes	Yes
How many specific health warnings are approved by the law?	11	11	3

^ Not specified.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico

### Health warnings on tobacco packages (continued)

	2016		
	Cigarettes	Other smoked tobacco	Smokeless tobacco
Does the law require or establish fines for violations regarding health warnings on packages?	Yes	Yes	Yes
Are there any laws requiring that tobacco packaging and labelling do not use misleading terms which imply the product is less harmful than other similar products, such as “low tar”, “light”, “ultra-light”, or “mild”?	Yes	Yes	Yes
Are there any laws requiring that tobacco packaging and labelling do not use figurative or other signs, including colours or numbers, as substitutes for prohibited misleading terms and descriptors?	Yes	Yes	Yes
Are there any laws requiring that tobacco packaging and labelling do not use descriptors depicting flavours?	No	No	No
Does the law ban the display of quantitative information on emission yields (such as tar, nicotine and carbon monoxide) on tobacco packaging, including when used as part of a brand name or trademark?	No	No	No
Does the law mandate the display of qualitative information on relevant constituents and emissions of tobacco products on tobacco packaging?	Yes	Yes	Yes
Does the law mandate that this information is displayed on one or more of the principal display areas (front, rear) of the package?	Yes	Yes	No
Does the law prevent the display of expiry dates on tobacco packaging?	No	No	No
Is it mandatory for the quit line number to appear on packaging or labelling?	Yes	Yes	No
Does the law mandate plain packaging (ie. prohibit the use of logos, colours, brand images or promotional information on packaging other than brand names and product names displayed in a standard colour and font style)?	No	No	No

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico

### Anti-tobacco mass media campaigns between 1 July 2014 and 30 June 2016

Where no data are available, the table shows "...". Where data were not required, the table shows "–".

Was there a national campaign aired during the period?	...
Was the campaign aired on television and/or radio?	...
Before the campaign, was any research about the target audience conducted or used to develop the campaign messages/materials?	...
Were the campaign materials tested with the target audience before the campaign was run?	...
Did you obtain air time (radio, television) and/or placement (billboards, print advertising, etc) by purchasing or securing them using either your organisation/institution's internal resources or an external media planner or agency?	...
Did you, or your media planner/agency, use a monitor to confirm that the campaign materials were used as planned/scheduled on television, radio, print, billboards, internet, etc?	...
Did you work with journalists to gain publicity or coverage in the news for the campaign?	...
Was an evaluation done to assess the impact of the campaign?	...
Was this campaign part of a comprehensive government tobacco control program?	...

# WHO report on the global tobacco epidemic, 2017

Country Profile: Mexico

## **Enforce** bans on tobacco advertising, promotion and sponsorship

	2016	Compliance 2016 §
<b>Bans on direct tobacco advertising</b>		
National TV and radio	Yes	10
International TV and radio	Yes	
Local magazines and newspapers	No	—
International magazines and newspapers	No	
Billboards and outdoor advertising	Yes	9
Advertising at point of sale	No	—
Advertising on internet	No	
Other direct bans	No	
Compliance score of direct bans §		8
Law requires fines for violations of direct advertising bans	Yes	
<b>Bans on tobacco promotion and sponsorship</b>		
Free distribution	Yes	4
Promotional discounts	Yes	4
Non-tobacco products identified with tobacco brand names	Yes	5
Brand name of non-tobacco products used for tobacco product	No	—
Appearance of tobacco brands in TV and/or films (product placement)	No	—
Appearance of tobacco products in TV and/or films	No	—
Prescribed anti-tobacco advertisements required to be presented before, during or after the broadcasting or showing of any visual entertainment media product that depicts tobacco products, use or images	No	
Sponsorship (contributions and/or publicity of contributions)	Yes	2
Ban on Corporate Social Responsibility activities (CSR)	Yes	
Tobacco companies/the tobacco industry publicizing their CSR activities	Yes	
Entities other than tobacco companies/the tobacco industry publicizing the CSR activities of the tobacco companies	Yes	
Tobacco companies funding or making contributions (including in-kind contributions) to smoking prevention media campaigns, including those directed at youth	No	
Law explicitly bans tobacco products display at point of sale	No	
Other indirect bans	No	
Compliance score of indirect bans §		4
Law requires fines for violations of indirect advertising bans	Yes	
Law completely bans tobacco vending machines	Yes	
Law bans internet sales of tobacco products	Yes	

§ A score of 0—10, where 0 is low compliance. Scores of 8 and above will be described in the report as high compliance, scores of 5 to 7 as medium compliance and scores below 5 as low compliance.

### Subnational laws on tobacco advertising, promotion and sponsorship

Subnational laws exist. Please refer to the report.



# WHO report on the global tobacco epidemic, 2017

Country Profile: Mexico



## Tobacco taxation policy and prices as at 31 July 2016

### Price of lowest cost brand of cigarettes (Winston)

		Country-reported value for 2016
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	MXN 24.00

### Price of premium brand cigarettes (Marlboro (premium variant))

		Country-reported value for 2016
A	Tax inclusive retail sales price (TIRSP) for a pack of 20 cigarettes	MXN 54.00

### Taxes on the most sold brand of cigarettes (Marlboro)

	WHO's estimate for 2016
<b>Price of most sold brand of cigarettes (standardized to a pack of 20)</b>	
In currency reported by country	MXN 47.39
In international dollars (purchasing power parity adjusted)	5.67
In US dollars at official exchange rates	2.51
<b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>	
<b>Total taxes</b>	<b>67.3%</b>
Specific excise	14.8%
Ad valorem excise	38.7%
Value added tax (VAT) or sales tax	13.8%
Import duty	0.0%
Other taxes	0.0%

<sup>⌘</sup> Individual categories of tax may not add to total due to rounding.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico

### Taxes on the most sold brand of smoked tobacco product other than cigarettes

	WHO's estimate for 2016
<b>Price of most sold brand of . . . (standardized to 20 grams)</b>	
In currency reported by country	...
In international dollars (purchasing power parity adjusted)	...
In US dollars at official exchange rates	...
<b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>	
<b>Total taxes</b>	...
Specific excise	...
Ad valorem excise	...
Value added tax (VAT) or sales tax	...
Import duty	...
Other taxes	...

⌘ Individual categories of tax may not add to total due to rounding.

### Taxes on the most sold brand of smokeless tobacco product

	WHO's estimate for 2016
<b>Price of most sold brand of . . . (standardized to 20 grams)</b>	
In currency reported by country	...
In international dollars (purchasing power parity adjusted)	...
In US dollars at official exchange rates	...
<b>Taxes on this brand (% of retail price) <sup>⌘</sup></b>	
<b>Total taxes</b>	...
Specific excise	...
Ad valorem excise	...
Value added tax (VAT) or sales tax	...
Import duty	...
Other taxes	...

⌘ Individual categories of tax may not add to total due to rounding.

# WHO report on the global tobacco epidemic, 2017

## Country Profile: Mexico

### Annual tax revenues from tobacco products at the national/federal level

	Most recent data to be reported
Is tax revenue data for all tobacco products or cigarettes only?	All Tobacco Products
Year	2016
Currency	MXN
Total Excise (specific and ad valorem)	38 097 100 000.00
Value added tax (VAT) and other sales taxes	...
Import duties and all other taxes (excluding corporate taxes on tobacco companies)	...
Total	...

### Supplementary tax information

	Most recent data to be reported
Type of excise applied	Mixed excise
Uniform excise tax applied Yes (uniform), No (tiered/varying rates)	Yes
Greater reliance on specific tax in mixed excise regime	No
Minimum specific tax applied in ad valorem or mixed excise regime	No
Retail price used as base of ad valorem component in ad valorem or mixed excise regime (or retail price exclusive of VAT)	No
Specific tax component automatically adjusted for inflation (or other)	No
Price dispersion: share of cheapest brand price in premium brand price (the higher the % the smaller the gap)	44.44%
Tax stamps applied on tobacco products	Yes
Bans or limits on duty free imports by travellers	Limited
If duty free imports are limited, duty free allowance (number of cigarette sticks)	200

### Affordability

% of GDP per capita required to purchase 100 packs of the most sold brand of cigarettes (the higher the %, the less affordable)	2.97%
Cigarettes are less affordable in 2016 compared to 2014	No
Cigarettes have become less affordable between 2008 and 2016 (trend average)	Yes

**Legend: Summary of MPOWER measures (see page 1)**
**MONITORING: PREVALENCE DATA**

	No known data or no recent data or data that are not both recent and representative
	Recent and representative data for either adults or youth
	Recent and representative data for both adults and youth
	Recent, representative and periodic data for both adults and youth

**SMOKE-FREE POLICIES: POLICIES ON SMOKE-FREE ENVIRONMENTS**

	Data not reported/not categorized
	Complete absence of ban, or up to two public places completely smoke-free
	Three to five public places completely smoke-free
	Six to seven public places completely smoke-free
	All public places completely smoke-free (or at least 90% of the population covered by complete subnational legislation)

**CESSATION PROGRAMMES: TREATMENT OF TOBACCO DEPENDENCE**

	Data not reported
	None
	NRT and/or some cessation services (neither cost-covered)
	NRT and/or some cessation services (at least one of which is cost-covered)
	National quit line, and both NRT and some cessation services cost-covered

**HEALTH WARNINGS: HEALTH WARNINGS ON CIGARETTE PACKAGES**

	Data not reported
	No warnings or small warnings
	Medium size warnings missing some appropriate characteristics OR large warnings missing many characteristics
	Medium size warnings with all appropriate characteristics OR large warnings missing some appropriate characteristics
	Large warnings with all appropriate characteristics

**MASS MEDIA: ANTI-TOBACCO CAMPAIGNS**

	Data not reported
	No national campaign conducted between July 2014 and June 2016 with duration of at least three weeks
	National campaign conducted with one to four appropriate characteristics
	National campaign conducted with five to six appropriate characteristics, or with seven characteristics excluding airing on television and/or radio
	National campaign conducted with at least seven appropriate characteristics including airing on television and/or radio

**ADVERTISING BANS: BANS ON ADVERTISING, PROMOTION AND SPONSORSHIP**

	Data not reported
	Complete absence of ban, or ban that does not cover national television, radio and print media
	Ban on national television, radio and print media only
	Ban on national TV, radio and print media as well as on some but not all other forms of direct and/or indirect advertising
	Ban on all forms of direct and indirect advertising (or at least 90% of the population covered by complete subnational legislation)

**TAXATION: SHARE OF TOTAL TAXES IN THE RETAIL PRICE OF THE MOST SOLD BRAND OF CIGARETTES**

	Data not reported
	<= 25% of retail price is tax
	26–50% of retail price is tax
	51–75% of retail price is tax
	>75% of retail price is tax

**AFFORDABILITY**

YES	Cigarettes less affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand increased on average between 2008 and 2016.
NO	Cigarettes more affordable – per capita GDP needed to buy 2000 cigarettes of the most sold brand declined on average between 2008 and 2016.
↔	No trend change in affordability of cigarettes since 2008.