

ADVERTISING OF TOBACCO AND NICOTINE PRODUCTS AND DEVICES FOR THEM

April - May 2024

PUBLIC MONITORING

5 cities have been checked



64 POINTS OF SALE



19 stores in shopping centers



15 cash registers in small grocery shops



15 cash registers in large chain supermarkets



15 kiosks

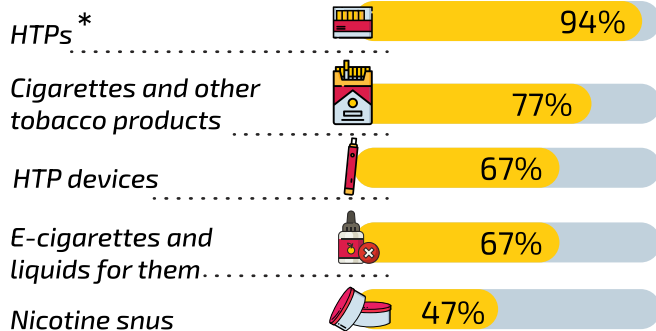
THE MOST COMMON TYPES OF ADVERTISING



DISPLAY (LAYOUT)

100%

Yes



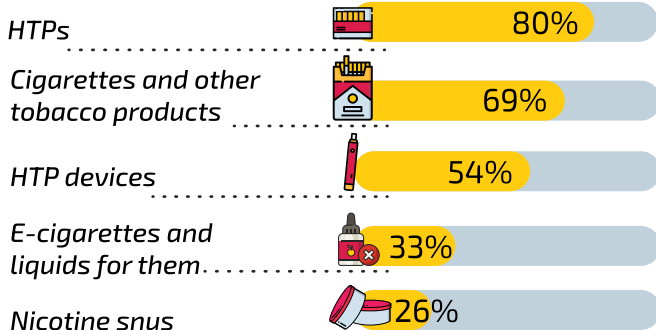
No 16%



STATIONARY BACKLIGHT

84%

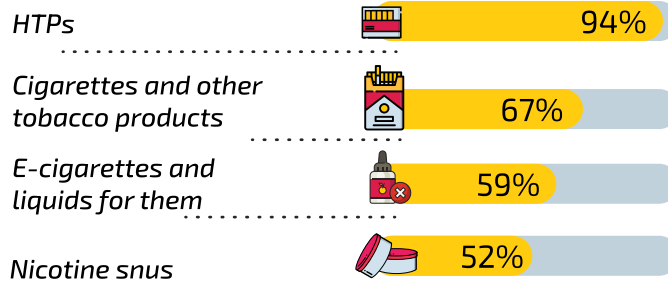
Yes



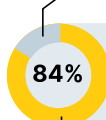
FLAVORED PRODUCTS

100%

Yes



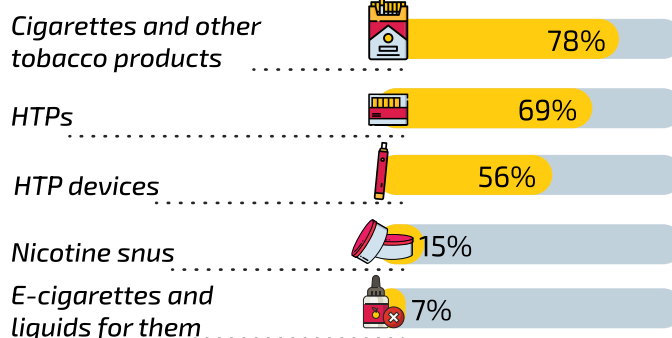
No 16%



COLORED BACKGROUND

84%

Yes

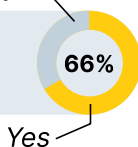


*HTPs - heated tobacco products



PRINTED ADVERTISING PRODUCTS

No 34%



HTP devices



55%

Nicotine snus



50%

HTPs



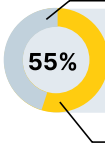
17%

E-cigarettes and liquids for them



17%

45% No



PLACEMENT AT A HEIGHT OF UP TO 1 METER

Cigarettes and other tobacco products



60%

HTP devices



51%

E-cigarettes and liquids for them



49%

HTPs



46%

Nicotine snus

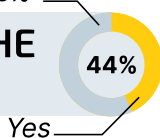


37%



THE PRICE TAG CLOSES THE MEDICAL WARNING

No 56%



Cigarettes and other tobacco products



96%

E-cigarettes and liquids for them



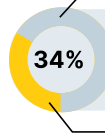
25%

HTPs



21%

66% No



VIDEO MONITORS

HTP devices



77%

HTPs



77%

Nicotine snus

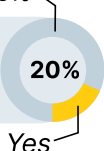


55%



PROMOTER

No 80%



HTPs



92%

HTP devices



77%

Nicotine snus



46%

E-cigarettes and liquids for them



23%

PHOTOS AND VIDEOS OF ADVERTISING



numo



**SMOKING-FREE
YOUTH**

ALL-UKRAINIAN CAMPAIGN

CAY



@UANUMO



@NUMO.UA



SMOKING.FREE.YOUTH@GMAIL.COM



@NGO.SAM.UA



@NGO.SAM.UA