Policy Approaches to Combat Tobacco Price Discounting

Three key policies to restrict tobacco industry tactics:

1. Prohibit redemption of tobacco product coupons and other discounts
   
   Example: Tobacco retailers cannot accept a $1 off coupon on a mobile phone app

2. Require a minimum pack size for tobacco products
   
   Example: Tobacco retailers cannot sell cigarillos in a pack size less than 20

3. Require a minimum pack price for tobacco products
   
   Example: Tobacco retailers cannot sell a pack of cigarettes for less than $13

How Does Raising the Price of Tobacco Products Improve Public Health?

- Eliminating price discounting can substantially reduce smoking and tobacco-related deaths and disease

- Regulating minimum pack size can reduce youth and adult tobacco consumption and decrease initiation

- Adopting strong minimum pack price laws can reduce accessibility of tobacco products among youth

References:


2. Tobacco Control Legal Consortium Regulating Tobacco Products Based on Pack Size, February 2012.