

Big Tobacco: Tiny Targets Survey 2025 — Bangladesh

Tobacco Advertisement, Sales, Product Displays, and Purchase Incentives Around Schools



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PPRC
Power and Participation
Research Centre

Study Team

Power and Participation Research Centre (PPRC)

Dr. Hossain Zillur Rahman, Team Lead
Mohammad Ihtesham Hassan, Senior Research Associate
Dr. Shafiun N Shimul, Professor, IHE, DU (Technical Advisor)
Namira Shameem, Senior Research Associate
Md. Golam Rabbani, Research Fellow
Billal Hossain, Senior Field Research Specialist
Subodh Chandra Sarker, Data Manager

International Collaboration: Campaign for Tobacco Free Kids (CTFK)

Elissa Laitin, Associate Director, Tobacco Industry Campaigns, Global Communications
Kai Wasson, Senior Research Associate, Global Research
Md. Ataur Rahman, MPH, Advocacy Manager, Bangladesh
Md. Mostafizur Rahman, Lead Policy Advisor, Bangladesh
Maheen Malik, Regional Director, South Asia Programs.

Executive Summary

Tobacco use remains a major public health challenge in Bangladesh, with initiation frequently occurring during adolescence. Exposure to tobacco products and marketing in environments routinely accessed by children, particularly around schools, plays a critical role in shaping early experimentation and long-term use.

The Big Tobacco: Tiny Targets Survey 2025 — Bangladesh was conducted to document the scale and nature of tobacco availability, marketing, and promotional practices at points of sale located within a 100-metre radius of schools. The study applied the globally recognized Big Tobacco, Tiny Targets methodology developed by the Campaign for Tobacco-Free Kids (CTFK) and generated policy-relevant evidence through structured observation, transect walks, photographic documentation, and geospatial mapping.

The survey covered 121 schools across four divisions - Dhaka, Chattogram, Rajshahi, and Khulna - spanning both urban (71 percent) and rural (29 percent) settings. A total of 666 tobacco points of sale were identified, corresponding to an average of 5.5 POS per school, with similar density observed in urban (5.6) and rural (5.3) areas. Small grocery stores, tea stalls, and street vendors or kiosks accounted for the majority of tobacco retailers surrounding schools.

Cigarettes were sold at 99.1 percent of POSs, while smokeless tobacco products were available at 52 percent. Single-stick cigarette sales were nearly universal (99.2 percent overall), substantially increasing access to tobacco for children and adolescents. Flavored cigarettes were widely available, sold at 84.4 percent of POSs overall, with particularly high prevalence in Chattogram (97.7 percent) and Rajshahi (94.0 percent).

Tobacco products were openly visible at 71.5 percent of POSs, with visibility higher in urban areas (73.1 percent) than rural areas (67.2 percent). Child-targeted display practices were widespread: 88.0 percent of POSs placed tobacco products at a child's eye level, and 65.6 percent POSs placed products beside candy, sweets, or toys. These practices were observed across all divisions.

Tobacco advertising at points of sale was documented at 69 percent of POSs, with higher prevalence in urban settings (74.0 percent) compared to rural areas (55.9 percent). Common advertising formats included dummy or empty cigarette packs, stickers, posters, and branded price lists. Promotional activities were identified at 20.6 percent of POSs overall, with substantial divisional variation.

The survey was conducted to generate updated, locally grounded evidence to inform government decision-making on strengthening the implementation and enforcement of the Smoking and Tobacco Products Usage (Control) Act 2005 (as amended in 2013). The findings are intended to help identify regulatory and enforcement gaps and to support alignment of national tobacco control measures with the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).

The survey was undertaken to generate updated and locally relevant evidence to support government efforts to strengthen the Smoking and Tobacco Products Usage (Control) Act 2005 (as amended in 2013), close existing regulatory and enforcement gaps, and advance Bangladesh's compliance with the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC).

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Part A: Background and Methodology

1. Introduction

1.1 Tobacco Use and the Public Health Burden: Global and Bangladesh Context

Tobacco use remains one of the leading preventable causes of premature death and disease globally. Each year, tobacco is responsible for more than 8.7 million deaths worldwide, with the overwhelming burden concentrated in low- and middle-income countries (LMICs) (WHO, 2023). Beyond mortality, tobacco use imposes substantial economic costs through healthcare expenditure, productivity losses, and long-term impacts on household wellbeing, often exacerbating poverty and inequality (World Bank, 2017).

Bangladesh continues to experience a particularly heavy tobacco burden. Despite sustained progress in tobacco control over the past two decades, national surveys indicate that more than one-third of adults (age 15 years or above) use tobacco in smoked or smokeless forms (GATS Bangladesh, 2017). In Bangladesh, tobacco use is responsible for more than 130,000 premature deaths each year (Tobacco Atlas 2024). Tobacco-related illnesses contribute significantly to the country's non-communicable disease burden and place sustained pressure on an already resource-constrained health system. The economic costs of tobacco use in Bangladesh have been estimated to far exceed government revenue from tobacco taxation, highlighting the broader societal impact of tobacco consumption (WHO, 2021).

Crucially, tobacco use in Bangladesh is not only a problem of adult behavior. Evidence consistently shows that initiation often occurs during adolescence or even earlier, shaping lifelong patterns of dependence and health risk. Preventing early initiation is therefore central to reducing long-term tobacco prevalence and associated harms.

1.2 Tobacco Initiation among Children and Adolescents

A substantial body of global evidence demonstrates that tobacco use is typically initiated during childhood or adolescence. Adolescents who experiment with tobacco are significantly more likely to become regular users in adulthood, with early initiation strongly associated with greater nicotine dependence and reduced likelihood of cessation later in life (U.S. Surgeon General, 2012; WHO, 2016).

In Bangladesh, youth exposure to tobacco marketing and availability remains a critical concern. Findings from the Global Youth Tobacco Survey 2013 (GYTS) show that seven percent of youth (age 13-15 years) use tobacco products, and 52.3% of students noticed tobacco advertisements or promotions at points of sale. These exposures shape social norms around tobacco use, increase curiosity and experimentation, and reduce perceived risks among young people.

Children are especially vulnerable to marketing strategies because they are less able to critically assess commercial messaging and more likely to be influenced by visual cues, branding, and product placement. International research demonstrates that repeated exposure to tobacco displays and advertising increases the likelihood of smoking initiation among youth, even in contexts where direct advertising is legally restricted (Lovato et al., 2011; Henriksen, 2012).

1.3 Role of Advertising, Promotion, and Point-of-Sale Marketing in Youth Tobacco Use

As traditional forms of tobacco advertising have been progressively restricted through national legislation and international agreements, the tobacco industry has increasingly shifted its marketing strategies toward Points of Sales (POS). Retail outlets have become a central platform for maintaining brand visibility, promoting new products, and reinforcing tobacco use as a normalized consumer behavior.

Point-of-sale marketing includes a range of tactics such as product displays, branded fixtures, posters, stickers, dummy packs, price promotions, and strategic placement near items commonly purchased by children. Research from multiple countries shows that POS marketing is strongly associated with increased youth smoking susceptibility, impulse purchases, and brand recognition (Paynter & Edwards, 2009; Henriksen et al., 2010).



Figure 1: Child-targeted placement of tobacco products at a POS

The World Health Organization's Framework Convention on Tobacco Control (WHO FCTC) recognizes POSs advertising and display as a critical driver of tobacco initiation and recommends comprehensive bans on all forms of tobacco advertising, promotion, and sponsorship (TAPS), including at retail outlets (WHO, 2013). However, implementation of these recommendations remains uneven across countries, particularly where legal ambiguities or enforcement gaps persist.

1.4 Protecting School Environments: Why Proximity to Schools Matters

Schools represent one of the most important daily environments in children's lives. The areas surrounding schools—routes taken to and from school, nearby shops, and gathering points—shape children's routine exposure to commercial messaging and consumer goods. When tobacco products are sold, displayed, and advertised in close proximity to schools, children are repeatedly exposed to tobacco branding during formative years.

International evidence demonstrates that tobacco outlets located near schools increase the likelihood of youth smoking initiation and experimentation (McCarthy et al., 2009; Mistry et al., 2015). The visual normalization of tobacco products around schools undermines tobacco-free education policies and contradicts public health messaging delivered within classrooms.

Recognizing this risk, many countries have adopted policies restricting tobacco sales, advertising, and display within defined distances of educational institutions. The WHO FCTC and its guidelines emphasize the importance of creating tobacco-free school environments, not only within school premises but also in surrounding areas where children are routinely present (WHO, 2013).

1.5 The Global “Big Tobacco, Tiny Targets” Initiative

The Big Tobacco, Tiny Targets initiative was developed by the Campaign for Tobacco-Free Kids (CTFK) as a standardized, evidence-generating approach to document tobacco industry marketing practices near schools. The methodology focuses on systematic observation of points of sale within a defined radius around educational institutions, capturing data on product availability, display practices, advertising, and promotional activities.

Since its inception, Big Tobacco, Tiny Targets surveys have been conducted in numerous low- and middle-income countries across Africa, Asia, and Latin America, including India, Vietnam, Zambia, Uganda, Nigeria, Madagascar, and Burkina Faso. Findings from these studies have consistently shown extensive tobacco marketing around schools, often in violation of existing national laws or international commitments under the WHO FCTC (CTFK, 2020).

Importantly, evidence generated through the Tiny Targets approach has directly contributed to policy change in multiple countries by providing compelling, locally grounded documentation of industry practices targeting children. The approach has also been widely used to engage civil society organizations, youth advocates, and policymakers in tobacco control advocacy grounded in empirical evidence.

1.6 Rationale and Objectives of the Big Tobacco: Tiny Targets Survey 2025 — Bangladesh

Bangladesh has previously implemented the Tiny Targets methodology, most notably through a nationwide study conducted in 2018, which documented extensive tobacco marketing and sales around schools and playgrounds. That study revealed near-universal single-stick cigarette sales, widespread advertising at points of sale, and frequent placement of tobacco products at children’s eye level and alongside child-oriented goods (Dhaka Ahsania Mission, 2018).

Since then, Bangladesh’s tobacco control landscape has continued to evolve. New products have entered the market, retail environments have expanded, and recent policy developments, including the passage of an amended tobacco control ordinance, signal renewed government commitment to strengthening tobacco control. However, until the present study, there had been no recent, multi-divisional assessment of tobacco marketing and sales practices around schools to evaluate current conditions or track changes over time.

The Big Tobacco: Tiny Targets Survey 2025 — Bangladesh was designed to fill this critical evidence gap. Building on the global Big Tobacco, Tiny Targets framework and earlier Bangladesh-specific studies, the survey aims to:

- Document the availability of tobacco products around schools;
- Identify and examine tobacco advertising, promotional activities, and product displays tactics at all POS within a 100-meter radius of schools.
- Compare patterns across urban and rural settings and across divisions
- Generate policy-relevant evidence to inform enforcement and implementation of tobacco control measures.

By systematically documenting the retail tobacco environment surrounding schools, the study seeks to contribute to national efforts to protect children from tobacco industry influence and to support evidence-based tobacco control policymaking in Bangladesh.

2. Policy and Regulatory Context in Bangladesh

2.1 Overview of Bangladesh's Tobacco Control Framework

Bangladesh is a Party to the World Health Organization Framework Convention on Tobacco Control (WHO FCTC) and has taken a series of legislative steps to regulate tobacco use, marketing, and consumption. The country enacted the Smoking and Tobacco Products Usage (Control) Act in 2005, which was subsequently amended in 2013 to strengthen restrictions on tobacco advertising, promotion, and sponsorship (TAPS), expand smoke-free public spaces, and introduce larger pictorial health warnings.

The national tobacco control framework reflects Bangladesh's formal commitment to reducing tobacco use and protecting public health, particularly among vulnerable populations. However, as with many LMIC contexts, the effectiveness of the framework depends not only on statutory provisions but also on clarity of legal language, scope of restrictions, and consistency of enforcement.

2.2 Regulation of Tobacco Advertising, Promotion, and Sponsorship (TAPS)

Under Bangladesh's tobacco control law 2005 (amended in 2013), all forms of tobacco advertising are prohibited, including direct and indirect advertising through print, broadcast, and electronic media. The law also restricts promotional activities that encourage tobacco consumption, such as free samples, gifts, or sponsorship of events.

These provisions are broadly aligned with Article 13 of the WHO FCTC, which calls for comprehensive bans on all tobacco advertising, promotion, and sponsorship. The Article 13 Guidelines emphasize that partial bans are insufficient, as the tobacco industry systematically shifts marketing efforts to unregulated channels, particularly retail environments, when other forms of advertising are restricted (WHO, 2013). Despite this alignment in principle, the application of TAPS restrictions at the point of sale remains an area of ambiguity in Bangladesh's legal framework.

2.3 Legal Ambiguities at the Point of Sale

While Bangladesh's tobacco control law prohibits tobacco advertising at the point of sale, it does not clearly and explicitly prohibit the display of tobacco products at retail outlets. As a result, product displays, often functioning as de facto advertising, have continued to proliferate in shops, kiosks, and street-based retail outlets.

Similarly, the law does not prohibit the sale of tobacco products within a defined distance of schools or playgrounds, nor does it restrict the density of tobacco points of sale in areas frequented by children. These gaps contrast with international best practices, where restrictions on proximity to schools are increasingly recognized as a critical component of youth tobacco prevention.

Another significant omission is the absence of a ban on single-stick cigarette sales. The sale of individual cigarettes, rather than full packs, reduces the immediate cost of purchase and increases accessibility for children and adolescents. International evidence suggests that single-stick sales are associated with higher rates of youth experimentation and continued use (WHO, 2016).

Together, these legal ambiguities have created a regulatory environment in which tobacco products can remain highly visible, accessible, and normalized in children's everyday surroundings, even as formal advertising restrictions are in place.

2.4 Enforcement Challenges and Industry Adaptation

Beyond legal gaps, enforcement challenges further weaken the effectiveness of tobacco control measures. Retail-level monitoring is resource-intensive, and responsibility for enforcement is often fragmented across multiple authorities. In this context, the tobacco industry has demonstrated a consistent ability to adapt marketing strategies to remain within the narrow letter of the law while violating its underlying intent.

Point-of-sale environments have thus become a central site for tobacco marketing, using tactics such as branded fixtures, color-coded displays, strategic product placement, and price promotions. These practices exploit ambiguities in regulatory language and are particularly difficult to regulate in informal retail settings, which are common in both urban and rural Bangladesh.

2.5 Recent Policy Developments: The Amended Tobacco Control Ordinance

In response to persistent tobacco control challenges, the Government of Bangladesh has recently approved an amended Smoking and Tobacco Products Usage (Control) Ordinance 2025, representing a significant step toward strengthening the regulatory framework. The ordinance introduces several important provisions, including:

- A ban on the sale of tobacco products within 100 meters of educational institutions and playgrounds.
- Expansion of TAPS restrictions to cover emerging nicotine and tobacco products, such as nicotine pouches;
- Strengthening of penalties for violations; and
- Removal of designated smoking areas in public places¹.

¹ On 30 December 2025, the Government of Bangladesh formally gazetted the Smoking and Tobacco Products Usage (Control) (Amendment) Ordinance. The Big Tobacco: Tiny Targets Survey 2025 — Bangladesh was conducted immediately prior to the operationalization of the amended law and thus provides baseline evidence on the point-of-sale environment before strengthened restrictions take effect.

3. Methodology

3.1 Study Design

The Big Tobacco: Tiny Targets Survey 2025 — Bangladesh employed a cross-sectional observational study design, using structured transect walks and systematic observation of tobacco points of sale (POSs) located around schools. The study focused on documenting the availability, visibility, advertising, display, and promotional practices of tobacco and nicotine products within the retail environment surrounding educational institutions.

The study methodology was adapted from the Big Tobacco, Tiny Targets Project Guide developed by the Campaign for Tobacco-Free Kids and applied widely across low- and middle-income countries to generate policy-relevant evidence on tobacco industry marketing practices near schools. The design prioritizes direct observation of retail environments, supported by geospatial mapping and photographic documentation.

3.2 Study Area and Coverage

The survey was conducted across four administrative divisions of Bangladesh: Dhaka, Chattogram, Rajshahi, and Khulna. These divisions were selected to ensure geographic, administrative, and socioeconomic diversity, as well as variation in urbanization and commercial density.

Both urban and rural settings were included. Urban coverage focused on selected city corporations within each division, while rural coverage included one district and one upazila per division. In total, the study covered 121 schools, of which approximately 71 percent were located in urban areas and 29 percent in rural areas.

The sample included a mix of primary schools, secondary schools, combined primary–secondary institutions, and madrasas reflecting the diversity of educational settings attended by children across Bangladesh².

3.3 Sampling Strategy

The study initially planned to cover 100 schools. During field implementation, additional eligible schools encountered within the selected study areas were included to improve spatial coverage and representation, resulting in a final sample of 121 schools.

A mixed sampling approach was applied:

Table 1: Sampling Design for Selection of Urban and Rural Schools

Urban Areas	Rural Areas
Urban schools were selected purposively from the city corporations of Dhaka, Chattogram, Rajshahi, and Khulna, based on	Rural schools were selected using a multi-stage random sampling process. One district was randomly selected from each division, followed by random selection of one upazila

² List of Schools can be found in Annex.

population size, retail density, and relevance to tobacco marketing exposure.	from each district. Schools were then randomly drawn from the official school list published by the Bangladesh Bureau of Educational Information and Statistics (BANBEIS, April 2024). The selected rural upazilas were: - Shaturia Upazila, Manikganj District (Dhaka Division) - Chandina Upazila, Cumilla District (Chattogram Division) - Lalpur Upazila, Natore District (Rajshahi Division) - Bheramara Upazila, Kushtia District (Khulna Division)
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This approach ensured representation across different administrative levels and market contexts.

The survey spanned across four divisions: Dhaka, Chattogram, Rajshahi, and Khulna (Figure 2 and 3). Approximately 71 percent of schools were located in urban areas, while the remaining 29 percent were situated in rural settings. The sample included primary schools, secondary schools, and combined primary–secondary institutions, ensuring coverage across different levels of schooling and age groups.

Figure 3 shows the sampling distribution of the schools. The highest number of schools were selected in Dhaka (41.3%), followed by Chittagong (22.3%), and then Rajshahi (18.2%) and Khulna (18.2%).

Figure 2: Geographic Coverage of Surveyed Schools by Division

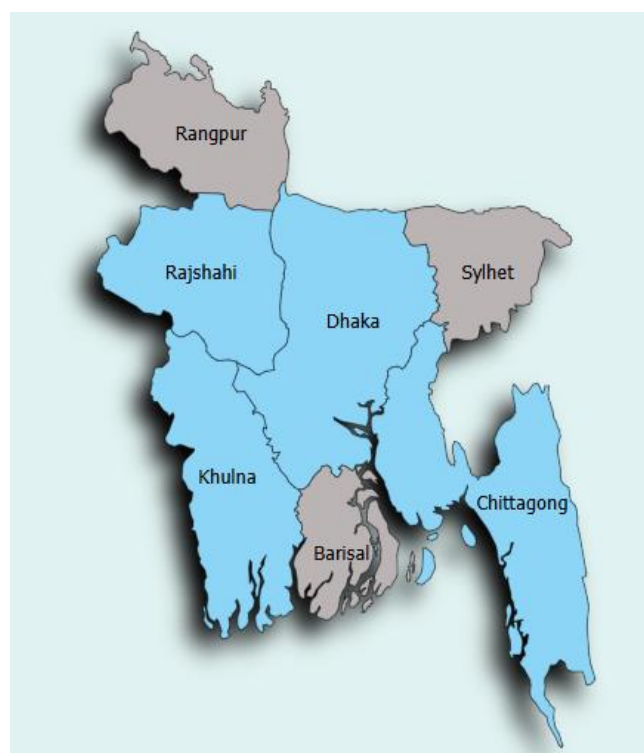
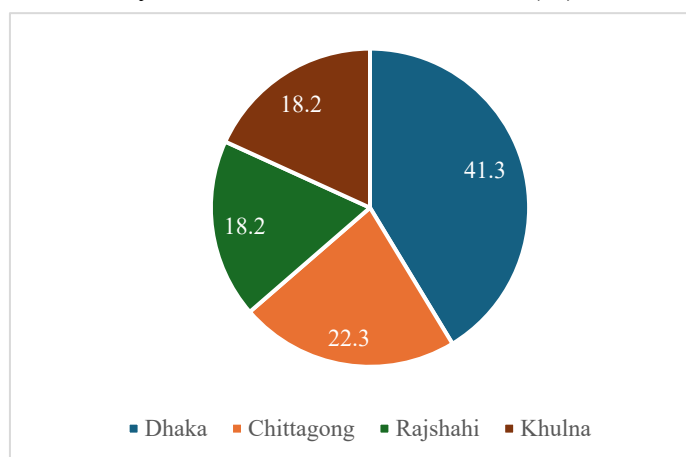


Figure 3: Distribution of Surveyed Schools Across Divisions (%)



3.4 Identification of Tobacco Points of Sale

For each selected school, a 100-metre radius was delineated as the observation area, consistent with international Tiny Targets methodology and emerging national policy discussions on tobacco-free school environments.

Within each defined radius, all tobacco points of sale were included, including permanent shops, small grocery stores, kiosks, tea stalls, street vendors, mobile vendors, and market-based retailers. This ensured comprehensive documentation of children's potential exposure to tobacco marketing in the immediate vicinity of schools.

3.5 Typology and Classification of Tobacco Points of Sale

To ensure consistency in data collection and analysis, POS were classified into distinct categories based on physical structure, and mode of operation. This typology was developed during instrument pretesting and refined to reflect the retail landscape commonly observed in Bangladesh. The following POS categories were used in the survey:

Table 2: Typology of POS

Type of POS	Classification
Street vendors / kiosks	This category includes small, informal or semi-permanent retail outlets operating from stalls, carts, or fixed kiosks along roadsides or footpaths. These outlets typically sell a range of low-cost consumer goods and frequently sell tobacco products openly and in single sticks.
Tea stalls	Tea stalls were classified as a separate category due to their distinct social and functional role in Bangladesh. Tea stalls may operate from kiosks or semi-permanent structures but differ from other small retail outlets in that they serve as social gathering spaces, where smoking commonly occurs alongside tea consumption. The close association between tea drinking and smoking, particularly among adolescents and young adults, makes tea stalls a critical point of exposure to tobacco use and marketing. Given their prevalence and unique characteristics,

	tea stalls were treated as a standalone POS category for analytical clarity.
Small grocery stores	Permanent retail shops selling food items, household goods, and other daily necessities. These stores often display tobacco products prominently at the counter and are frequently visited by children for routine purchases.
Mobile vendors	Vendors operating without a fixed location, including individuals selling tobacco products while moving through school-adjacent areas. Although less visible at any single point in time, mobile vendors contribute to accessibility of tobacco products in school environments.
Market-based shops / super shops	Retail outlets located within formal markets or larger commercial settings. These outlets were less common near schools but included for completeness.
Restaurants or cafés	Food-serving establishments that also sell tobacco products.

Figure 4: Types of POS



Small grocery store



Mobile Vendor



Street vendors/Kiosk



Tea Stall

3.5 Data Collection Tools and Procedures

Data were collected using a standardized observation questionnaire, digitized and administered via KoboToolbox on smartphones. Enumerators conducted systematic transect walks, covering all roads, lanes, and pathways within the 100-metre radius around each school to identify and document eligible points of sale.

Geospatial mapping was conducted using GPS coordinates, with radius verification supported by Google MyMaps and circular plotting tools. Step-count verification was used in the field to ensure adherence to the defined perimeter.

Enumerators captured photographic documentation of tobacco product displays, advertising materials, promotional items, pricing information, and proximity to child-oriented products.

While the questionnaire relied primarily on direct observation, limited interaction with vendors was undertaken where necessary, for example, to confirm the availability of specific tobacco or nicotine products that were not immediately visible, including emerging products stored inside retail outlets.

3.6 Survey Instrument and Key Variables

The survey instrument consisted of structured modules capturing:

Table 3: Overview of Survey Modules and Key Variables

Module	Key Variables Covered
School characteristics and location	School type, GPS coordinates, number of entrances, and photographic documentation of school surroundings
POS identification	POS type, location, and photographic records
Product availability and sales practices	focusing on cigarettes and smokeless tobacco, availability of single-stick sales, flavored products, and emerging products such as e-cigarettes, heated tobacco products, and nicotine pouches
Marketing Strategies (Display, Advertisement, and Promotional Tactics)	visibility of products, child-targeted placement (e.g., eye-level displays, proximity to candy or toys), and presence of advertising materials inside and outside outlets; and advertising practices, including Promotional activities, including price discounts, gifts with purchase, loyalty schemes, and other incentives.

Bidi brands were not included in the survey instrument. This decision was informed by national and global evidence indicating a sustained decline in bidi consumption, particularly among younger populations, alongside the increasing dominance of manufactured cigarettes in retail environments (GATS Bangladesh, 2017; Tobacco Atlas, 2023).

3.7 Training, Supervision, and Data Quality Assurance

The survey instrument was pretested and refined to ensure contextual relevance, including classification of vendor types and commonly available products. Enumerators received two days of intensive training, covering study objectives, observation techniques, use of the KoboToolbox platform, identification of tobacco marketing practices, ethical considerations,

and field safety. Intensive pre-testing of the survey procedure was done in nearby schools, and feedback was given to the data collectors.

Training was conducted jointly by representatives from Campaign for Tobacco-Free Kids and the PPRC research team. Field supervision, real-time data monitoring, and post-collection validation, including review of photographic evidence, were undertaken to ensure data accuracy, completeness, and internal consistency.

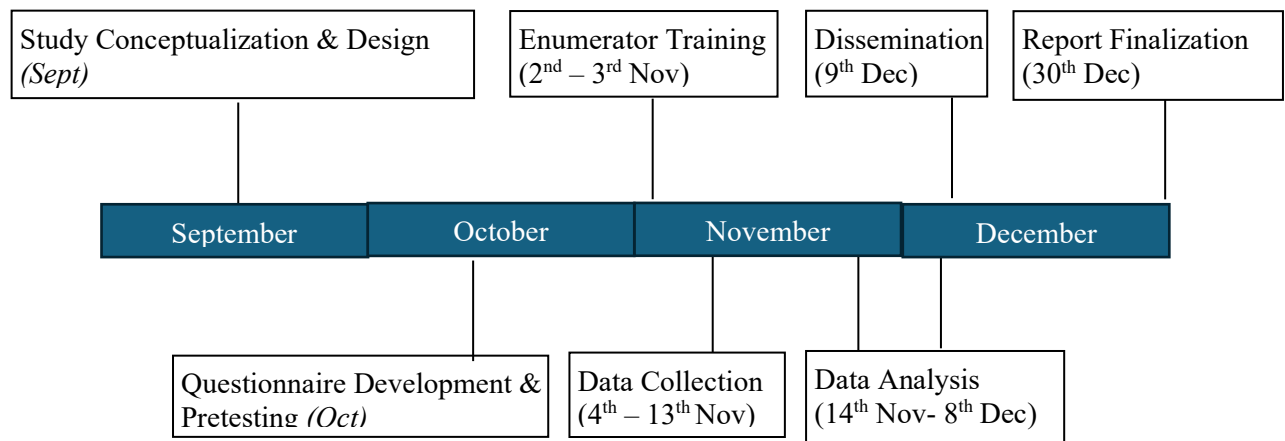
3.8 Data Analysis

Data analysis was primarily descriptive, using frequencies and percentages to summarize patterns of tobacco availability, marketing, and promotion. Findings are presented by urban–rural location and division.

3.9 Study Implementation Timeline

The study was implemented through a structured sequence of preparatory, field, analytical, and dissemination phases. The timeline below summarizes key stages of study execution.

Figure 5: Study Implementation Timeline (2025)



Part B: Findings

4. Density and Types of Tobacco Points of Sale around Schools

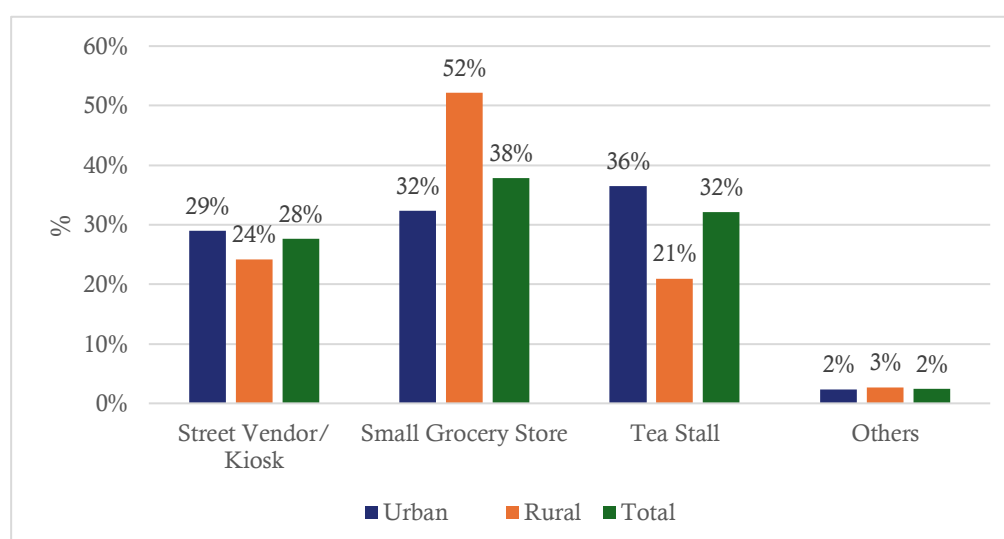
The survey identified 666 tobacco points of sale (POS) across 121 schools, corresponding to an average of 5.5 POS per school. The average density was slightly higher in urban areas (5.6 POS per school) compared to rural areas (5.3 POS per school). The minimum number of POS found at a school was 1 and the maximum was 19 (Table 4).

Table 4: Density of Tobacco Points of Sale (POS) Around Surveyed Schools

Indicator	Frequency
Number of schools surveyed	121
Total POS identified	666
Average POS per school	5.5
Average POS per school (in <i>urban</i> areas)	5.6
Average POS per school (in <i>rural</i> areas)	5.3
Minimum POS per school	1
Maximum POS per school	19

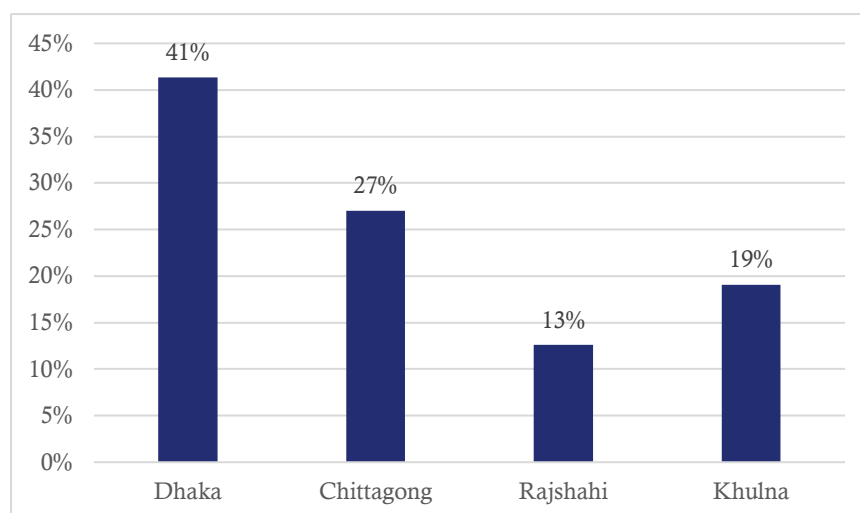
Small grocery stores constituted the largest share of tobacco retailers, accounting for 38% of all POS followed by tea stalls (32%) and street vendors or kiosks (28%). In urban areas, tea stalls accounted for the highest proportion of tobacco points of sale (36 percent) In contrast, in rural areas, small grocery stores predominated, accounting for 52 percent of all identified tobacco points of sale. Other types of outlets, including markets, supershops, restaurants, and cafés, collectively accounted for a small proportion of tobacco points of sale (2 percent overall), with minimal variation between urban and rural locations (Fig 6).

Figure 6: Distribution of Tobacco Points of Sale by Vendor Type, by Locality (%)



From a geographic perspective, Dhaka division alone accounted for 41 percent of all identified POS, followed by Chattogram (27%), Khulna (19%), and Rajshahi (13%).

Figure 7: Distribution of Tobacco Points of Sale by Division

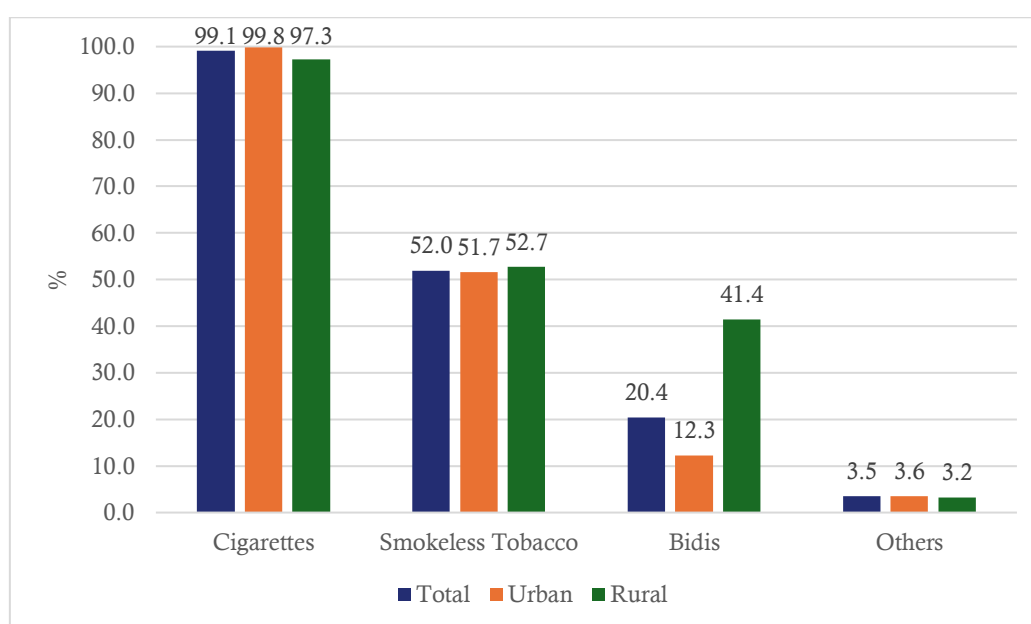


5. Types of Tobacco Products Sold

Cigarettes were found to be nearly universally available, sold at 99.1 percent of all POS surveyed. Smokeless tobacco products were also widely sold, available at 52 percent of POS, while bidis were observed less frequently overall.

Clear urban–rural differences emerged. Bidis were substantially more common in rural areas, where 41.4 percent of POS sold bidis, compared to much lower prevalence in urban settings. Other tobacco products, including tobacco leaf, cigars, and hookah or water-pipe tobacco, were present but limited in scope (3.5% overall).

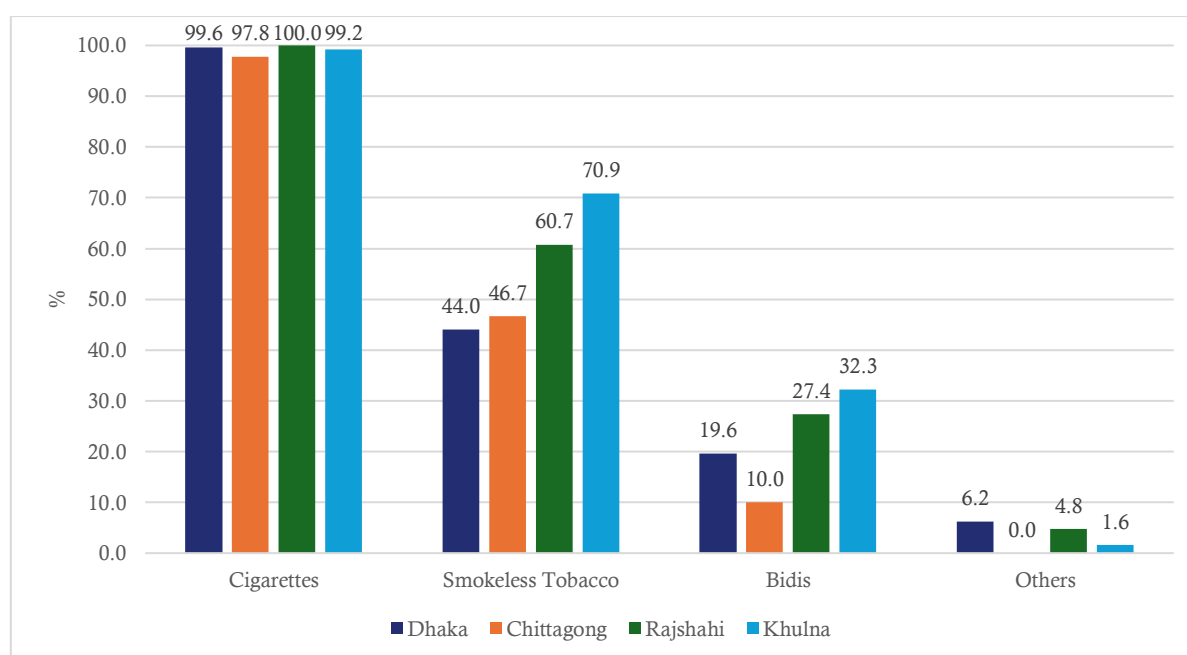
Figure 8: Types of Tobacco Products Sold



Divisional variation was also evident. While cigarette availability remained consistently high across all divisions, Khulna recorded the highest prevalence of smokeless tobacco sales (70.9

percent) and the highest prevalence of bidi sales (32.3 percent). In contrast, Chattogram recorded the lowest prevalence of bidi sales (10 percent).

Figure 9: Types of Tobacco Products Sold by Division



5.1 Availability of Flavored Cigarettes

Flavored cigarettes were widely available at points of sale surrounding schools. Overall, 84.4 percent of POS selling cigarettes offered flavored variants, with availability higher in urban areas (86.6 percent) than in rural areas (78.5 percent) (Table 6). The widespread presence of flavored cigarettes in close proximity to schools is notable. International evidence indicates that flavored tobacco products are associated with higher levels of experimentation and initiation among children and adolescents (WHO, 2018).

Table 5: Availability of Flavored Cigarettes at Points of Sale by Locality (%)

Locality	% of POS Selling Flavored Cigarettes
Urban	86.6%
Rural	78.5%
Overall	84.4%

Substantial variation was observed across divisions. Chattogram recorded the highest prevalence of flavored cigarette availability (97.7 percent), followed by Rajshahi (94.0 percent). Lower, though still high, prevalence was observed in Khulna (78.6 percent) and Dhaka (75.5 percent) (Table 6).

Table 6: Availability of Flavored Cigarettes at Points of Sale by Division (%)

Division	% of POS Selling Flavored Cigarettes
Dhaka	75.5%

Chittagong	97.7%
Rajshahi	94.0%
Khulna	78.6%

5.3 Sale of Single-Stick Cigarettes

The sale of single-stick cigarettes was nearly universal across surveyed POS. Overall, almost all outlets selling cigarettes offered single sticks rather than restricting sales to full packs (Table 5). This pattern was consistent across both urban and rural locations, with only marginal variation.

Figure 10: Single Sticks being sold at POS



Single-stick sales substantially lower the financial barrier to purchase and make cigarettes easier to conceal, particularly for children and adolescents. The widespread availability of single sticks at POS near schools highlights a critical gap in tobacco control measures, as this sales practice remains legally permissible under existing regulations.

Table 7: Availability of Single Sticks at Points of Sale by Locality (%)

Locality	% of POS selling Single Sticks
Urban	99.8%
Rural	97.8%
Overall	99.2%

Across divisions, variation was minimal. Single-stick sales ranged from 98.8 percent in Rajshahi to 100 percent in Khulna, highlighting how deeply entrenched this practice is across Bangladesh (Table 8).

Table 8: Availability of Single Sticks at Points of Sale by Division (%)

Division	% of POS Selling Single Sticks
Dhaka	98.9%
Chittagong	99.4%
Rajshahi	98.8%
Khulna	100.0%

5.4 Emerging Tobacco products

E-cigarettes, heated tobacco products, nicotine pouches were also included in the survey questionnaire. But currently there is existence of no evidence of these products near the schools that were surveyed. Only one instance of an e-cigarette was found in Satoria Upazila, in Manikganj district. The e-cigarette was Tulshi. Since anecdotal evidence suggest that e-cigarettes are mostly purchased through online or available in some specific areas, the current finding is not surprising.

6. Tobacco Marketing Strategies at Points of Sale

Beyond the mere presence of tobacco points of sale, the ways in which tobacco products are displayed, advertised, and promoted play a decisive role in shaping children's exposure and perceptions. Tobacco selling POS surrounding schools function as powerful marketing spaces where visual cues, such as product visibility, strategic placement, branding, and incentives, normalize tobacco use and encourage experimentation among young people.

This section examines marketing strategies visible to customers at points of sale near schools, focusing on three interrelated dimensions: (i) the visibility of tobacco products and child-targeted display practices, and (ii) advertising practices and (iii) promotional activities. Together, these practices determine not only whether tobacco products are accessible, but how prominently and attractively they are presented within children's everyday environments.

Drawing on structured observations across urban and rural locations, the analysis highlights how tobacco companies and retailers leverage point-of-sale marketing by exploiting regulatory loopholes and not fully complying with existing legal restrictions on tobacco advertising.

6.1 Visibility of Tobacco Products at Points of Sale

Tobacco products were openly visible at a large proportion of POS. Overall, 71.5 percent of outlets displayed tobacco products in ways clearly visible to customers. Visibility was higher in urban areas (73.1 percent) than in rural areas (67.2 percent).

Table 9: Visibility of Tobacco Products at Points of Sale by locality

Locality	% of POS displaying tobacco products
Urban	73.1%
Rural	67.2%
Overall	71.5%

Divisional analysis revealed substantial variation. Chattogram recorded the highest level of visible tobacco displays (88.3 percent), followed by Khulna and Rajshahi, while Dhaka recorded the lowest visibility (62.2 percent). Despite this variation, the majority of POS across all divisions displayed tobacco products openly.

Table 10: Visibility of Tobacco Products at Points of Sale by Division

Division	% of POS displaying tobacco products
Dhaka	62.2%
Chittagong	88.3%
Rajshahi	67.9%
Khulna	70.1%

6.2 Child-Targeted Display Practices

Figure 13 presents the prevalence of selected tobacco product display practices at points of sale (POS) surrounding schools, and Figure 14 presents the data disaggregated by urban and rural locality. Overall, the most common display practice was the placement of tobacco products at a child's eye level (approximately 1 metre), observed at 88.0 percent of POS. This practice was slightly more prevalent in urban areas (88.9 percent) than in rural areas (85.6 percent).

Placement of tobacco products near candy, sweets, or toys was also widespread, observed at 65.6 percent of POS overall, with higher prevalence in urban settings (67.5 percent) compared to rural settings (60.0 percent).

Allowing customers to reach and take cigarette packs themselves was reported at 15.8 percent of POS overall, with this practice more frequently observed in urban areas (18.2 percent) than in rural areas (8.8 percent). In addition, 13.0 percent of POS overall displayed tobacco products on branded display units, with higher prevalence in urban areas (14.3 percent) compared to rural areas (9.6 percent).

Other display practices were rare, reported at less than 1 percent of POS across both urban and rural locations.

Figure 11: Display Tactics



Cigarettes next to chocolate, biscuits, snacks



Cigarettes displayed at eye-level



Cigarettes displayed at eye-level and kids can reach cigarettes themselves



Customers can reach and take the cigarettes themselves

Figure 12: Child-Targeted Display Practices at Tobacco Points of Sale around Schools (Overall)

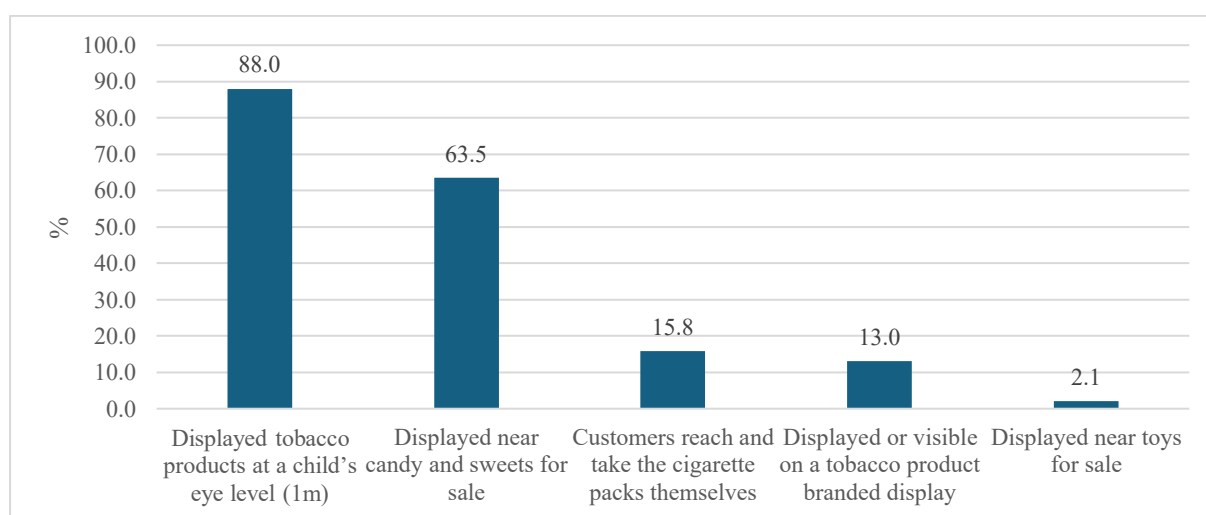
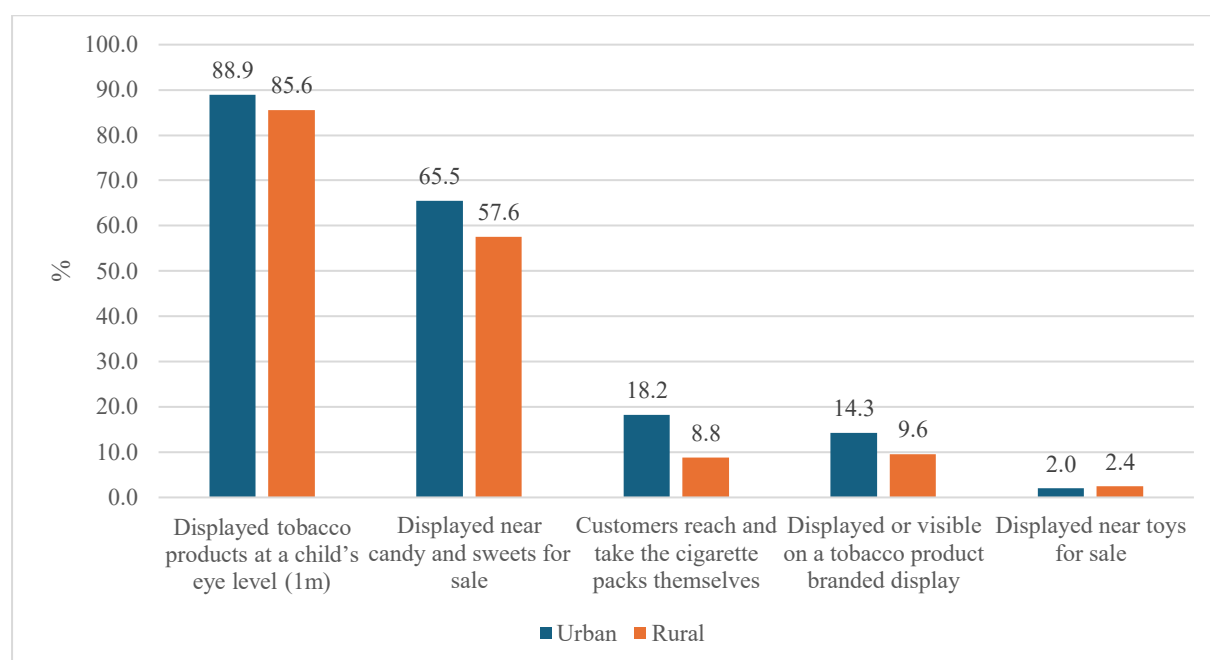


Figure 13: Child-Targeted Display Practices at Tobacco Points of Sale around Schools, by Locality



6.3 Advertising of Tobacco Products at Points of Sale

Tobacco advertising at points of sale was widely observed in the surveyed school surroundings. Overall, 68.9 percent of points of sale displayed some form of tobacco advertising (Table 13). Advertising prevalence was substantially higher in urban areas (74.0 percent) compared to rural areas (55.9 percent), indicating greater concentration of advertising activity in urban retail settings.

A total of 459 POSs were identified as advertising tobacco products within the defined 100-metre school perimeter. Divisional analysis reveals marked geographic variation in the prevalence of tobacco advertising at points of sale (Table 14). Dhaka Division recorded the highest prevalence, with 76.4 percent of POS displaying tobacco advertising, followed by Rajshahi (73.8 percent) and Chattogram (67.2 percent). Khulna Division recorded the lowest prevalence (52.0 percent), although more than half of surveyed outlets still displayed advertising materials.

Tobacco advertising at points of sale was widespread, observed at 68.9 percent of POS overall. Advertising prevalence was notably higher in urban areas (74.0 percent) than in rural areas (55.9 percent).

Table 11: Advertising of Tobacco Products at Points of Sale by Locality

Locality	% of POS advertising tobacco products
Urban	74.0
Rural	55.9
Overall	68.9

By division, Dhaka recorded the highest prevalence of POS advertising (76.4 percent), followed by Rajshahi (73.8 percent) and Chattogram (67.2 percent). Khulna recorded the lowest prevalence (52.0 percent), though advertising remained common.

Table 12: Advertising of Tobacco Products at Points of Sale by Division

Division	% of POS advertising tobacco products
Dhaka	76.4
Chittagong	67.2
Rajshahi	73.8
Khulna	52.0

6.4 Forms of Tobacco Advertising at POS

Among points of sale (POS) where tobacco advertising was observed, dummy or empty cigarette packs were the most frequently used advertising medium, present at 63.8 percent of outlets overall (Figure 7). The prevalence of dummy pack advertising was higher in urban areas (65.6 percent) than in rural areas (57.7 percent).

Advertising stickers were the second most common form of advertising, observed at 53.8 percent of POS overall, followed by posters, which were present at 42.3 percent of outlets. As with dummy packs, both stickers and posters were more frequently observed in urban POS (55.8 percent and 46.5 percent, respectively) than in rural POS (47.1 percent and 27.9 percent).

Other advertising formats included branded price lists, observed at 30.1 percent of POS, and danglers or hanging promotional materials, present at 16.1 percent. These forms were again more prevalent in urban settings (31.0 percent and 18.6 percent, respectively) compared with rural settings (26.9 percent and 7.7 percent).

Less frequently observed advertising materials included branded cigarette lighters (5.2 percent), large banners (3.7 percent), and branded umbrellas or carts (2.4 percent). These formats were rare across both urban and rural locations.

Overall, the distribution of advertising formats indicates that small, low-cost, and highly visible materials, such as dummy packs and stickers, dominate tobacco advertising at the point of sale, particularly in urban retail environments (Figure 16).

Figure 14: Forms of Cigarette Advertisement



Stickers



Stickers



Dummy Packs



Branded Price List



Danglers



Stickers at eye-level



Poster and Dummy Packs



Poster and Dummy Packs



Branded Cigarette Lighter



Dummy Packs and Poster



Dummy Packs and Poster



Dummy Packs and Poster



Branded Price List

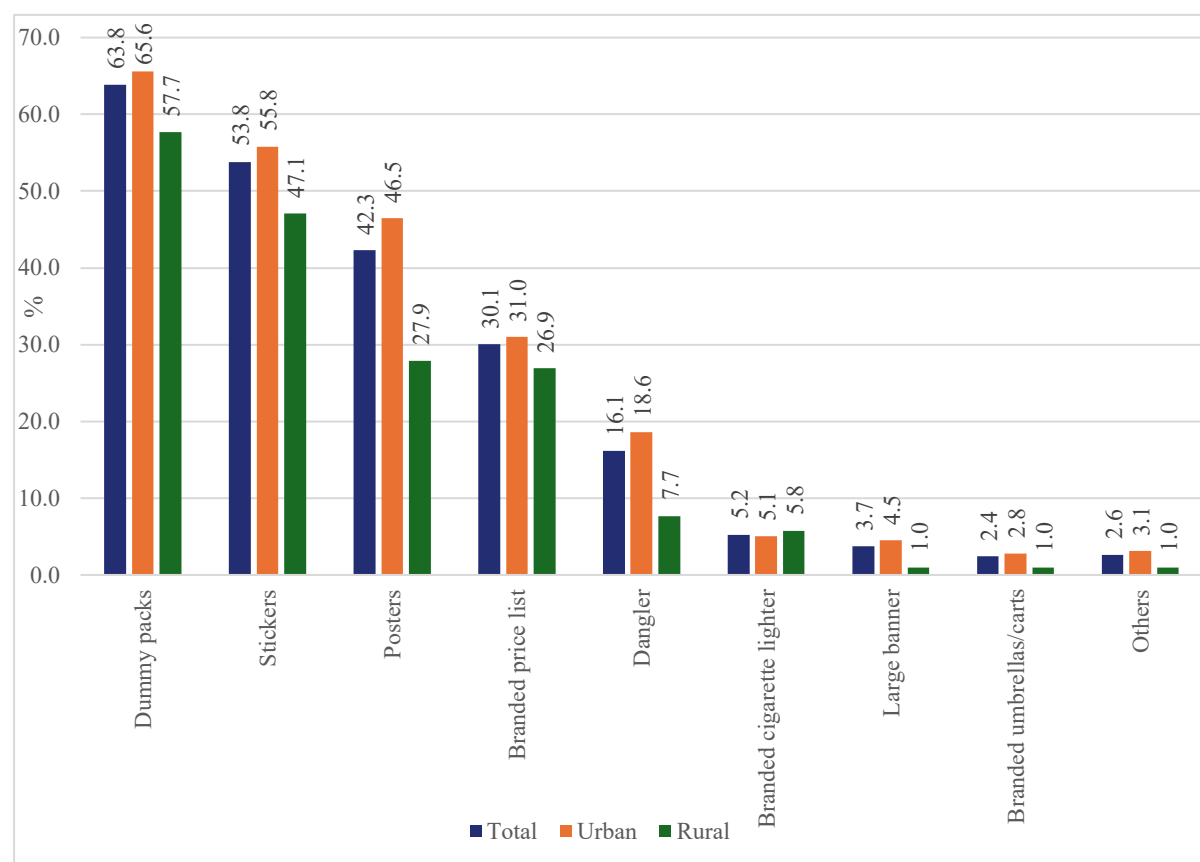


Branded Price List



Danglers

Figure 15: Forms of Tobacco Advertising Observed at Points of Sale, by Locality (%)



6.5 Promotional Activities at Points of Sale

Promotional activities intended to incentivize tobacco purchases were observed at a minority of points of sale, though prevalence varied substantially by locality and division. Overall, 20.6 percent of POS were found to engage in at least one form of tobacco promotion (Table 13). Promotional practices were more than twice as prevalent in urban areas (24.4 percent) compared to rural areas (10.8 percent).

Table 13: Prevalence of Promotional Activities at Points of Sale by Locality

Locality	% of POS promoting tobacco products
Urban	24.4%
Rural	10.8%
Overall	20.6%

Divisional analysis showed pronounced geographic variation in the prevalence of promotional activities (Table 14). Rajshahi Division recorded the highest prevalence, with promotional practices observed at 58.3 percent of POS, followed by Dhaka Division (25.5 percent). In contrast, promotional activity was considerably less common in Chattogram (7.8 percent) and Khulna (3.2 percent).

Table 14: Prevalence of Promotional Activities at Points of Sale by Division

Division	% of POS promoting tobacco products
Dhaka	25.5%
Chittagong	7.8%
Rajshahi	58.3%
Khulna	3.2%

6.6 Types of Promotional Tactics Used

Among POS engaging in promotions, gifts with purchase were the most common tactic, observed at 48.2 percent of POS, followed closely by loyalty or reward schemes (46.0 percent). Price discounts were reported at 26.3 percent of POS, with higher prevalence in rural shops.

Less common promotional tactics included contests or competitions (15.3 percent) and special or limited-edition products (9.5 percent). Mentions of social media (0.7 percent) or event sponsorships (3.7 percent) were rare.

Figure 16: Promotional Activities Observed

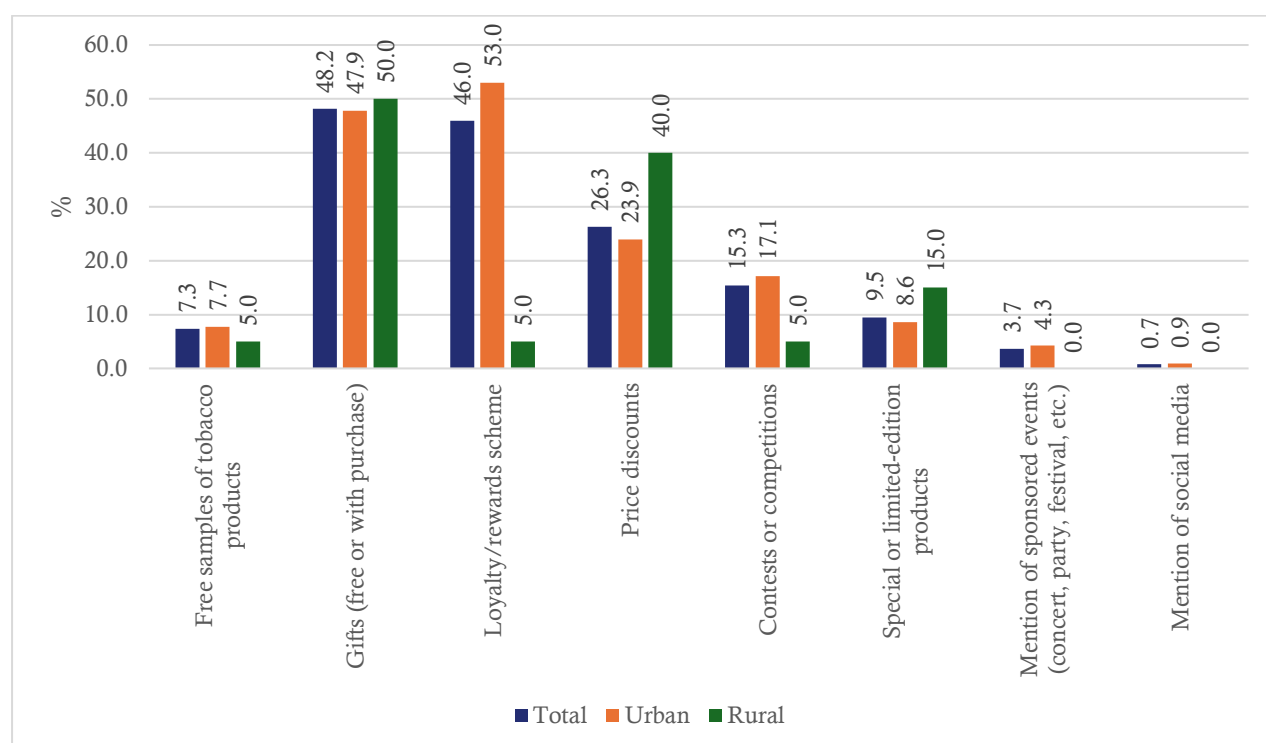


Loyalty Reward Scheme (by scanning QR code)



T-shirt as gifts

Figure 17: Forms of Tobacco Promotional Activity Observed at Points of Sale, by Locality (%)



7. Discussion

The study provides comprehensive evidence that tobacco products remain widely available, visible, and actively marketed at points of sale located within close proximity to schools. Across all study locations, children are routinely exposed to tobacco products through retail environments encountered during daily school-related movements. This exposure persists despite longstanding restrictions on tobacco advertising and reflects both regulatory gaps and adaptive industry practices.

7.1 Availability and Accessibility of Tobacco Products near Schools

The widespread presence of tobacco points of sale around schools, averaging more than five outlets per school, suggests that physical access to tobacco products remains largely unrestricted in school-adjacent areas. This level of access is particularly concerning given extensive evidence linking outlet density to increased youth smoking initiation and experimentation (McCarthy et al., 2009; Shortt et al., 2014).

The near-universal availability of single-stick cigarette sales further lowers economic and social barriers to access. Single sticks reduce the upfront cost of purchase, facilitate concealment, and enable experimentation without long-term commitment. Global and regional studies consistently show that single-stick sales are associated with higher smoking prevalence among adolescents and undermine taxation and packaging-based tobacco control measures (WHO, 2016; Johns Hopkins Bloomberg School of Public Health, 2018).

Brand-wise availability patterns also reveal high market concentration, with a small number of dominant cigarette brands present at a large majority of outlets. Such saturation strengthens brand recognition among children and adolescents, reinforcing tobacco use as a familiar and normalized consumer behavior rather than a restricted product.

7.2 Visibility and Child-Targeted Display Practices at Points of Sale

Beyond availability, the manner in which tobacco products are displayed plays a critical role in shaping youth exposure. The study documents widespread product visibility, with tobacco products openly displayed in the majority of outlets surrounding schools. Visibility was frequently enhanced through placement at children's eye level and positioning beside candy, chocolates, and other child-oriented goods.

International evidence demonstrates that such display practices function as a form of advertising, particularly in contexts where explicit promotional messaging is restricted (Henriksen, 2012). Eye-level placement increases product salience, while proximity to confectionery products integrates tobacco into everyday consumption patterns familiar to children. These practices are especially effective among younger age groups who are highly responsive to visual cues and product placement.

The prevalence of these tactics in Bangladesh mirrors patterns documented in other low- and middle-income countries, including India, Zambia, and Vietnam, where POS display bans remain partial or weakly enforced (CTFK, 2020).

7.3 Advertising and Promotional Activities at Points of Sale

Despite formal prohibitions on tobacco advertising, advertising materials were observed at a substantial proportion of points of sale. Common forms included dummy or empty cigarette packs, stickers, posters, branded price lists, and hanging promotional materials. These elements function collectively to maintain brand presence and visibility within retail spaces.

Promotional activities, such as gifts with purchase, loyalty or reward schemes, and price discounts, were also observed, particularly in urban settings. Although less prevalent than display and advertising practices, promotions provide direct economic incentives that can encourage trial and repeat purchases. International research suggests that promotional incentives disproportionately affect price-sensitive consumers, including adolescents (Paynter & Edwards, 2009).

The coexistence of advertising, display, and promotion at the same outlets indicates that POS marketing operates as an integrated strategy, rather than as isolated practices. This integration increases the cumulative exposure experienced by children and adolescents, even when individual tactics may appear limited in isolation.

7.4 Urban–Rural and Divisional Variations

The study reveals notable variation across urban and rural settings and among divisions. Urban areas generally exhibited higher prevalence of tobacco advertising, promotional activities, and product variety, reflecting greater commercial density and market competition. However, rural areas were not free from exposure; tobacco products and child-targeted displays were widespread, indicating that tobacco marketing is not confined to large urban centers.

Divisional variation further highlights how local enforcement capacity, market structure, and retail norms shape exposure patterns. Such variation suggests that national-level policies must be accompanied by context-sensitive implementation and monitoring strategies to address local dynamics effectively.

7.5 Alignment with International Evidence and Policy Implications

The findings of the Big Tobacco: Tiny Targets Survey 2025 — Bangladesh are consistent with international evidence demonstrating that partial bans on tobacco advertising and promotion are insufficient to protect children from exposure (WHO, 2013). Where explicit prohibitions on POS display, single-stick sales, and proximity to schools are absent or unclear, the tobacco industry adapts rapidly, shifting marketing efforts to retail environments.

The study was conducted at a pivotal moment, preceding the gazette notification of Bangladesh’s amended tobacco control ordinance. As such, the findings provide a baseline snapshot of conditions under the pre-amendment regulatory environment. They highlight the scale of change required for effective implementation of new provisions, particularly those addressing school proximity and emerging products.

Without consistent enforcement and regulatory clarity at the point of sale, tobacco control gains achieved through advertising bans, pictorial health warnings, and taxation risk being undermined by continued exposure in children’s daily environments.

Overall, the evidence indicates that points of sale surrounding schools in Bangladesh continue to function as active sites of tobacco marketing, facilitating both access and normalization of tobacco products among children. The convergence of high outlet density, extensive product visibility, child-targeted display practices, and promotional incentives underscores the central role of retail environments in sustaining tobacco use.

These findings reinforce the importance of comprehensive, clearly defined, and effectively enforced tobacco control measures that address the point of sale as a critical locus of industry activity. They also provide a strong empirical foundation for assessing future progress following implementation of strengthened regulatory provisions.

7.6 Alignment with International Evidence and Policy Implications

The findings of the Big Tobacco: Tiny Targets Survey 2025 — Bangladesh are consistent with a substantial body of international evidence indicating that partial or ambiguous restrictions on tobacco advertising, promotion, and sponsorship (TAPS) are insufficient to protect children from exposure (WHO, 2013). In settings where point-of-sale display, product placement, single-stick sales, or proximity to schools are not comprehensively regulated or clearly enforced, the tobacco industry has been shown to rapidly adapt its marketing strategies, concentrating efforts within retail environments.

The survey captures conditions immediately prior to the enforcement of Bangladesh's amended tobacco control ordinance and therefore serves as a baseline assessment of the retail tobacco environment under the previous regulatory framework. The widespread visibility of tobacco products, prevalence of child-targeted display practices, and continued use of promotional incentives observed around schools illustrate the scale of regulatory and enforcement challenges that the amended ordinance is intended to address.

With the gazette notification now issued, the findings presented in this report provide critical reference points for implementation, monitoring, and compliance assessment. In particular, the documentation of tobacco availability and marketing within 100 metres of schools, the prominence of point-of-sale advertising, and the persistence of single-stick sales highlight priority areas for enforcement under the strengthened legal provisions.

International experience suggests that the effectiveness of such legislative reforms depends not only on statutory language but also on consistent enforcement, clear operational guidelines, and routine monitoring at the retail level (WHO, 2014). Without these elements, gains achieved through broader tobacco control measures—such as pictorial health warnings, smoke-free public spaces, and taxation—risk being undermined by continued exposure to tobacco marketing in children's daily environments.

Overall, the evidence indicates that, prior to enforcement of the amended ordinance, points of sale surrounding schools in Bangladesh functioned as active sites of tobacco marketing, facilitating both access to and normalization of tobacco products among children. The high outlet density, extensive product visibility, child-targeted display practices, and promotional activities underscores the central role of the retail environment in sustaining tobacco use.

As Bangladesh moves into the implementation phase of its strengthened tobacco control framework, the findings of this study offer a robust empirical foundation against which future progress can be assessed. Repeated monitoring using standardized approaches such as the Tiny

Targets methodology will be essential to evaluate reductions in tobacco marketing exposure near schools and to inform ongoing policy refinement and enforcement strategies.

7.7 Study Limitations

The study is subject to several limitations. It was not designed to be nationally representative, and findings cannot be generalized beyond the selected study areas. While observational methods provide robust evidence of exposure, they do not measure individual-level behavior or perceptions. In addition, the study report includes mostly descriptive statistics, and no statistical difference tests were reported. Hence, some differences reported could be due to sample variations.

Part 3: Policy Recommendations

8. Policy Recommendations

Findings from the Big Tobacco: Tiny Targets Survey 2025 — Bangladesh demonstrate that tobacco products remain highly visible, accessible, and actively marketed in the immediate surroundings of schools. To protect children from exposure to tobacco marketing and access to tobacco products, Bangladesh must adopt and enforce comprehensive prohibitions at the point of sale, consistent with the WHO Framework Convention on Tobacco Control (WHO FCTC) and its implementation guidelines.

8.1 Ban the Sale of Tobacco Products within 100 Metres of Schools

The sale of tobacco products in close proximity to educational institutions directly exposes children to tobacco retail environments during daily school-related movements. The recently amended Smoking and Tobacco Products Usage (Control) Ordinance prohibiting sales within 100 metres of schools must be strictly enforced to establish tobacco-free school zones nationwide.

8.2 Ban All Forms of Tobacco Advertising and Product Display at Points of Sale

Tobacco product displays, dummy packs, branded fixtures, and advertising materials at retail outlets function as de facto advertising and sustain brand visibility among children. A comprehensive ban on all forms of tobacco advertising and product display at points of sale is necessary to eliminate retail-level marketing and align national law with WHO FCTC Article 13.

8.3 Ban All Forms of Tobacco Promotion and Sponsorship

Promotional practices such as discounts, gifts with purchase, and loyalty schemes provide direct incentives for tobacco consumption and are particularly effective in attracting young users. A complete ban on all forms of tobacco promotion and sponsorship, including retail-level promotions, is essential to prevent inducements to purchase and use tobacco products.

8.4 Ban Flavored Tobacco Products and Single-Stick Cigarette Sales

Flavored cigarettes increase the appeal of tobacco products to children and adolescents, while single-stick sales reduce the economic barrier to experimentation. Prohibiting flavored tobacco products and single-stick cigarette sales is therefore critical to reducing youth initiation and strengthening the effectiveness of broader tobacco control measures.

8.5 Integrate School-Centered and Community Monitoring

Sustained enforcement of retail-level prohibitions requires community participation. Engaging schools and local communities in reporting violations can reinforce compliance and strengthen accountability in maintaining tobacco-free environments for children.

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Annex

Annex 1: Survey Questionnaire

General Information

1. Name of Enumerator: _____
2. Date of Observation: _____
3. Time of Observation: hh:mm
4. Select Study Area:
 - ☐ Dhaka North City Corporation
 - ☐ Dhaka South City Corporation
 - ☐ Chattogram City Corporation
 - ☐ Rajshahi City Corporation
 - ☐ Khulna City Corporation
 - ☐ Saturia Upazila (Manikganj)
 - ☐ Chandina Upazila (Cumilla)
 - ☐ Lalpur Upazila (Natore)
 - ☐ Bheramara Upazila (Kushtia)
5. Area Type:
 - ☐ Urban ☐ Rural
6. Type of School:
 - ☐ Primary
 - ☐ Secondary
 - ☐ Primary & Secondary
 - ☐ Secondary & College
 - ☐ Madrasa
 - ☐ English Medium
7. Name of School: _____
8. Other School Name: _____
9. GPS Location of School:
 - Latitude: ____
 - Longitude: ____
 - Altitude: ____
 - Accuracy: ____
10. Wide-angle Photo of School Entrance:
 - ☐ Photo attached
11. Number of School Gates: ____
12. Is this school part of survey list?
 - ☐ Yes
 - ☐ No
13. If No, Reason:
 - ☐ No point of sale found
 - ☐ School boundary/gate difficult to determine
 - ☐ Other (specify): _____

Section A: Information About Point of Sale (POS)

1. Type of Point of Sale:
 - ☐ Street vendor / kiosk
 - ☐ Small grocery store
 - ☐ Tea stall
 - ☐ Mobile vendor
 - ☐ Market / Supershop
 - ☐ Restaurant / Café
 - ☐ Other (specify): _____
2. GPS Location of POS:
 - Latitude: _____
 - Longitude: _____
 - Altitude: _____
 - Accuracy: _____
3. Photo of POS:
 - ☐ Photo attached

Section B: Availability of Conventional Tobacco Products

- 3.1 Are conventional tobacco products available for sale?
 - ☐ Yes ☐ No
- 3.2 Which conventional tobacco products are sold? (Multiple response)
 - ☐ Cigarettes
 - ☐ Bidis
 - ☐ Cigars
 - ☐ Cut tobacco
 - ☐ Tobacco leaf
 - ☐ Shisha / Hookah
 - ☐ Smokeless tobacco (Zarda, Gul, Sadapata, Snuff etc.)
 - ☐ Other (specify): _____
- 3.3 Which cigarette brands are available? (Multiple response)
 - ☐ _____
- 3.4 Are flavored cigarettes available?
 - ☐ Yes ☐ No
- 3.5 Are single-stick cigarettes sold?
 - ☐ Yes ☐ No

Section C: Availability of Emerging Tobacco Products

E-cigarettes

- 4.1 Are e-cigarettes sold?
 - ☐ Yes ☐ No
- 4.2 Which e-cigarette brands?
 - ☐ VUSE ☐ Elf Bar ☐ Uwell ☐ VooPoo ☐ Blu ☐ NJOY ☐ Logic ☐ Twisp ☐ VEEV
 - ☐ Other (specify): _____

Heated Tobacco Products

4.3 Are heated tobacco products sold?

☐ Yes ☐ No

4.4 Which heated tobacco brands?

☐ IQOS ☐ Ploom ☐ Glo ☐ Heets / Terea ☐ Lil / Fiit ☐ BONDS ☐ WITH

☐ Other (specify): _____

Nicotine Pouches

4.5 Are nicotine pouches sold?

☐ Yes ☐ No

4.6 Which nicotine pouch brands?

☐ ZYN ☐ VELO ☐ Rouge ☐ White Fox ☐ Lyft ☐ Nordic Spirit ☐ On! ☐ Volt ☐ Thunder

☐ Other (specify): _____

4.7 Flavour types sold (Multiple response):

☐ Mint / Menthol

☐ Fruit

☐ Spices / Nuts

☐ Beverages

☐ Sweets / Candy

☐ Other (specify): _____

Section D: Display Tactics

5.1 Are conventional tobacco products displayed / visible to customers?

☐ Yes ☐ No

If yes, indicate display type:

☐ At child eye-level (1 meter / 4 feet)

☐ Near candy / sweets

☐ Near toys

☐ On branded display unit

☐ Customer can reach packs directly

☐ Other: _____

5.2 Close-up photo of notable marketing tactic:

☐ Photo attached

5.3 Are emerging tobacco products displayed / visible?

☐ Yes ☐ No

(Repeat same display options as above)

Section E: Advertising Tactics

6.1 Are advertising materials used inside or outside POS?

☐ Yes ☐ No

If Yes, which types:

☐ Posters

☐ Large banners

☐ Dummy packs

☐ Stickers

☐ Dangler

☐ Branded umbrellas / carts

- ☐ Branded price list
- ☐ Illuminated display
- ☐ LCD screen
- ☐ Other: _____

6.2 Close-up photo of advertising tactic:

- ☐ Photo attached

Section F: Promotion Tactics

7.1 Are promotional tactics used for conventional tobacco?

- ☐ Yes ☐ No

If Yes, which:

- ☐ Free samples
- ☐ Gifts with purchase
- ☐ Price discounts
- ☐ Special edition products
- ☐ Contests / competitions
- ☐ Loyalty / rewards schemes
- ☐ Sponsored events
- ☐ Other: _____

7.2 Photo of promotional tactic:

- ☐ Photo attached

7.3 Are promotional tactics used for emerging tobacco products?

- ☐ Yes ☐ No

(Repeat same options as above)

Section G: Child Exposure

8.1 Photo of children near product displays / advertising:

- ☐ Photo attached

Annex 2: Brand-wise Availability of Cigarettes around Schools

Given the near-universal availability of cigarettes across points of sale, brand-level information was systematically documented. Table 4 shows the top 10 cigarette brands sold at the POS by rural and urban distinction.

In urban areas, Camel (94.4 percent) and Royal (93.3 percent) were the most widely available brands, followed closely by Derby (90.4 percent) and Benson & Hedges (84.3 percent). Other commonly available brands included Lucky (82.9 percent), Star (82.1 percent), and Gold Leaf (81.4 percent). Brands such as Luckies (64.1 percent) and Black Diamond (67.9 percent) were present at a substantial proportion of urban points of sale.

In rural areas, the pattern differed somewhat, with Star emerged as the most prevalent brand, available at 89.0 percent of points of sale. This was followed by Benson & Hedges (79.0 percent) and Lucky (74.6 percent). Traditional brands such as Royal (62.4 percent) and Derby (59.7 percent) also maintained strong rural presence. In contrast, brands like Camel (40.9

percent) and Navy (36.5 percent) were considerably less common in rural settings, suggesting differentiated marketing and distribution strategies between urban and rural markets.

When urban and rural data are combined, Royal (84.9 percent) and Star (83.9 percent) emerged as the most widely available cigarette brands overall, followed closely by Benson & Hedges (82.9 percent) and Derby (82.0 percent). Lucky (80.6 percent) and Camel (79.7 percent) also showed extensive nationwide presence. Hence, both low-cost and trendy or newer brands are available in both rural and urban areas, which created a strong potential of access to the tobacco products to children.

Table A1: Top 10 Cigarette Brands, by Locality

Urban		Rural		Total	
Brand	%	Brand	%	Brand	%
Camel	94.4	Star	89.0	Royal	84.9
Royal	93.3	Benson & Hedges	79.0	Star	83.9
Derby	90.4	Lucky	74.6	Benson & Hedges	82.9
Benson & Hedges	84.3	Royal	62.4	Derby	82.0
Lucky	82.9	Derby	59.7	Lucky	80.6
Star	82.1	Gold Leaf	55.3	Camel	79.7
Gold Leaf	81.4	Black Diamond	47.5	Gold Leaf	74.2
Navy	68.7	Luckies	44.2	Black Diamond	62.3
Black Diamond	67.9	Camel	40.9	Navy	59.9
Luckies	64.1	Navy	36.5	Luckies	58.6

Annex 3: Survey School List

Sl.	Name of School
1	Abdul Hamid Sowdagar High School
2	Agroni Bidyalay and Mohabidyalay
3	Aynapur Primary School
4	Bakolia Residential Model School
5	Bangla Medium High School
6	City Public School & College
7	Durduria Modinatul Ulum Dakhil Madrasa
8	Fulbari Ideal Secondary School
9	Golara Islamia Dakhil Madrasa
10	Hannay Railway Secondary School
11	Hazi Abdul Malek Salehiya Darussunnah Dakhil Madrasa
12	Jafrabad Government Primary School
13	Junior Laboratory High School
14	Karimpur Government High School
15	Loral International College
16	Nowabpur Government High School
17	Rajshahi University School
18	Rajshahi Adarsh High School
19	Rajshahi B. B. Hindu Academy
20	Rajshahi Government Collegiate School

21	Rupsha Multilateral High School
22	Salahuddin Yousuf Government Secondary School
23	Shahjahanpur Railway Government High School
24	Shaheed Buddhijibi Dr. Amin Uddin Government High School
25	Sonapata High School
26	Wills Star School and College
27	Ideal School and College
28	Khulna Alia Kamil Madrasa
29	খেমেরদিয়াড় সরকারি প্রাথমিক বিদ্যালয়
30	চন্ডিপুর সরকারি প্রাথমিক বিদ্যালয়
31	তাহের মাধ্যমিক বিদ্যালয়
32	নয়া বাটি হাজী শরীয়াত উল্লাহ বিদ্যাপীঠ
33	নীলক্ষেত হাই স্কুল
34	বঙ্গবাসী মাধ্যমিক বিদ্যালয় (বহুমুখী)
35	বাহিরচর সোনালি সরকারি প্রাথমিক বিদ্যালয়
36	রাধাসুন্দরী সরকারি প্রাথমিক বিদ্যালয়
37	A. L. Khan High School
38	Bakulia High School
39	Mirza Ispahani Smriti Bidyalaya
40	G. R. K. Multi High School
41	Bidyut Unnayan Board High School
42	Ganopurta Bidya Niketon
43	Shaheed Lt. G. M. Mushfique Bir Uttam High School
44	Halishahar Abulia Government Primary School
45	Day Care Scientific School
46	Janarkhali Jatiya Grihayan Kartipakkha High School
47	Wireless Jhautala Colony High School
48	Ticket Printing Press Colony High School
49	Hazi Md. Mohsin Government High School (Chittagong)
50	Alkaran Nur Ahmed City Corporation High School
51	Memon Grammar School (English Medium)
52	Dollal Nowabpur Ahsanullah High School
53	Mahichail High School
54	Harong High School
55	Abeda-Noor High School
56	Oraine High School
57	Kaduti High School
58	Peruia High School
59	Goag Nowagon Dakhil Madrasa
60	Srity Central School
61	Surjakhan High School
62	Rajshahi Loknath High School
63	Masjid Mission Academy
64	Danshmari High School
65	Mirjapur School and College
66	River View Collectorate School, Rajshahi
67	Masjid-e-Noor Dakhil Madrasa

68	Velabaria Abul Wahed High School
69	Manzil Pukur High School
70	Baramhati Samabay High School
71	Dair Para High School
72	Dash Para Adarsha High School
73	Moharkaya Dakhil Madrasa
74	Bangladesh Muktijoddha Uchcha Bidyalaya
75	Vashan Tek Government Primary School
76	Bhasan Tek High School
77	Al-Haz Modhu Bepari High School
78	Renaissance Junior High School
79	Sultan Mollah Adarsha High School
80	Tejgaon Government High School
81	Civil Aviation High School
82	Tejgaon High School
83	Nakhalpara Hossain Ali High School
84	Tejgaon Shilpo Elaka Government Primary School
85	Tejgaon Adarsha School and College
86	Dhaka Pre-Laboratory School
87	West Dhanmondi Yousuf High School
88	Dipalok Ideal Junior High School
89	Rayer Bazar High School
90	European High School
91	Gojmohol Tannery High School
92	Zigatola High School
93	Shahid Sheikh Russel Government High School
94	Mirhazibag Adarsha High School
95	J. B. Memorial High School
96	Dhalpur Kindergarten and High School
97	Shantipur High School
98	Khilgaon Ideal School
99	Khaled Haider Memorial High School
100	Dhaka Collegiate School
101	Hammadia High School
102	Kasaituly Muslim Academy
103	Dighalia Government Primary School
104	Fukurhat Kandapara Majibar Rahman High School
105	Gopalpur High School
106	Janna Adarsha High School
107	Dargagram M. L. High School
108	Mohishaloha High School
109	Dhulia B. M. High School
110	Tilli High School
111	Saturia Adarsha Pilot High School
112	Asma Sarawar Islamic High School
113	Shaheed Titumir Secondary School
114	Goalkhali Junior High School
115	Sonali Jute Mills High School

116	Dharampur Secondary School
117	Juniadaha Secondary School
118	Damukdia Secondary School
119	Sholodag Secondary School
120	Hazi Md. Mohsin Government High School (Rajshahi)
121	Government Laboratory High School