

# How are Tobacco Companies preparing for Standardised Packaging? A Survey of discarded Tobacco Packs in New Zealand

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**BACKGROUND:** Monitoring developments in tobacco product packaging is important to inform advocacy and preparation for tobacco control measures such as standardised packaging.

**AIM:** To describe the characteristics and distribution of cigarette packaging used in New Zealand from a discarded pack collection study

## **METHOD:**

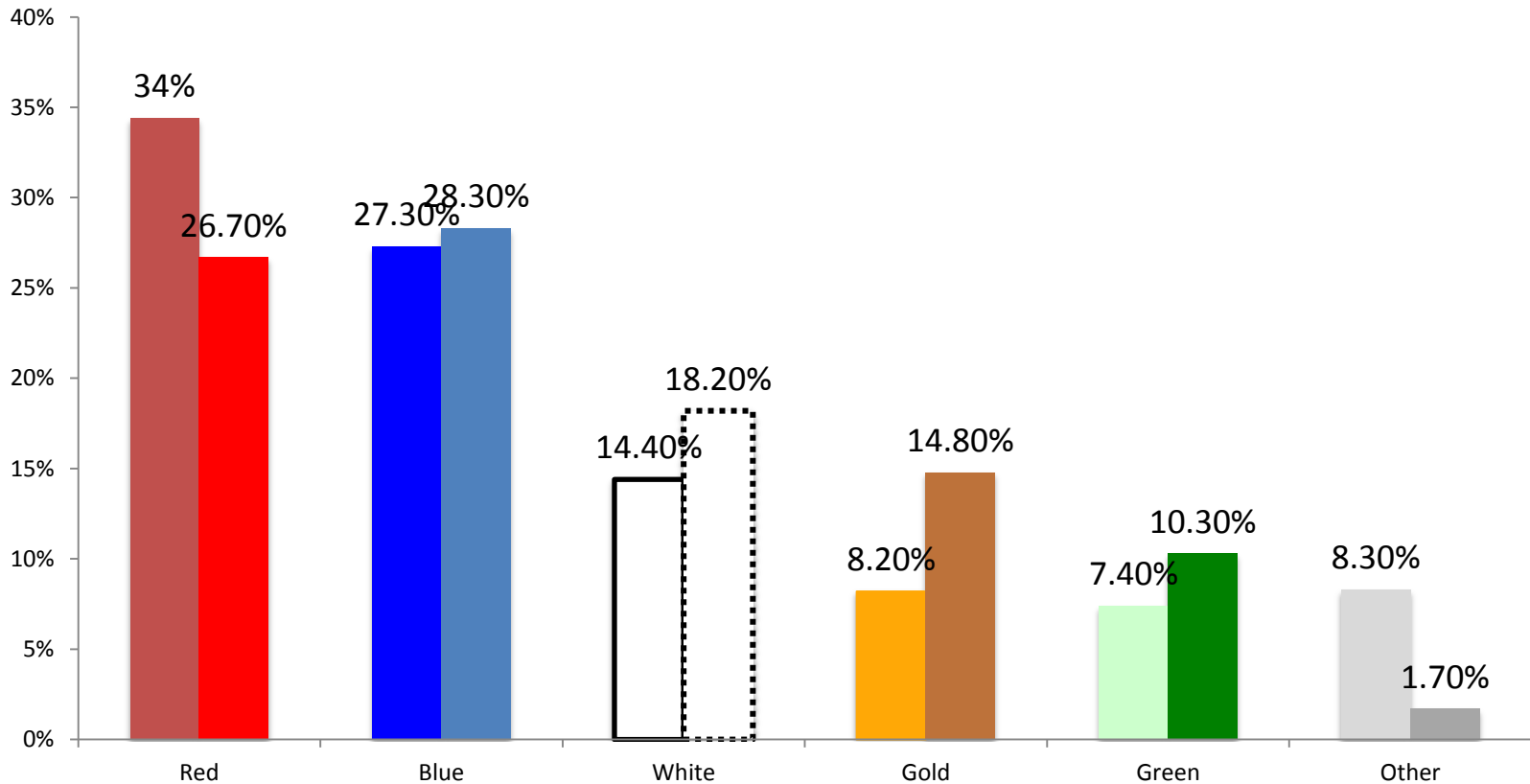
- 1776 discarded packs collected from seven locations across NZ (1673 NZ packs)
- We recorded: brand name, dominant package colouring, any descriptors used, price category and pack size



# ASPIRE2025

# What we found...

## Pack colour



L Column = 2012/13, R column = 2008/9

# What we found...

## Descriptors

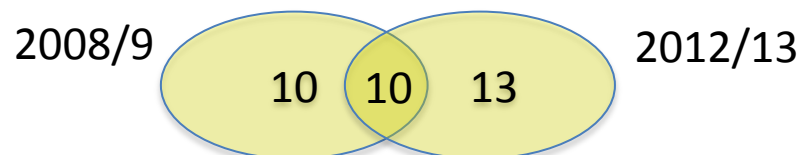
	Packs in 2008/09	Packs in 2012/13
Colour descriptors	48.4%	59.4%
Size descriptors (e.g. king size, supers)	64.4%	37.5%
Filter descriptor	16.3%	18.6%
Other descriptor	36.9%	45.0%
<b>Proportion of packs with any descriptor</b>		<b>94.4%</b>

Increase in use of colour as a descriptor (less use of size)

Increase in 'other' descriptors

New descriptors and methods to suggest 'light' cigarettes

'Churn' in new descriptors





# What does this mean?

- Increase in use of descriptors may be in preparation for plain packaging in NZ
- Need to monitor tobacco industry responses to the proposed legislation and respond as appropriate
- May be a case for preventing release of any new product or brand unless shown to be safer, less addictive and less appealing to children than current products