

Big Tobacco, Tiny Targets Survey

Bangladesh 2025

Children in Bangladesh should be able to live a healthy life, free of predatory tactics by companies selling addictive, deadly products. Yet, the tobacco industry targets Bangladeshi youth by using enticing marketing tactics and making tobacco products widely available near schools. In a survey of more than 650 shops and kiosks within 100 meters of a primary or secondary school, we found:

- **99%** of shops & kiosks near schools **sell cigarettes** or other tobacco products
- **99%** sell **single cigarette sticks**
- **88%** display cigarettes at **children's eye level**
- **84%** sell **flavored tobacco products**
- **69%** display advertising tactics such as **dummy packs**
- **66%** display tobacco products **next to candy and snacks**
- **48%** use promotional tactics such as **gifts with purchase of cigarettes**

Findings Come From 650+ Points of Sale Across Bangladesh

Big Tobacco, Tiny Targets is a study methodology to survey tobacco advertising and promotion near schools and other places where children congregate. In studies in over 40 countries, results show that the tobacco industry aggressively targets young people. This study was performed in November 2025 to determine how the tobacco industry in Bangladesh is targeting children near schools.

Data collectors visited 666 shops and kiosks within a 100-meter radius of 121 primary and secondary schools in Dhaka and three other divisions. They collected data on tobacco product types, flavors sold, and advertising and promotional tactics.



Recommendations for Protecting Children from Tobacco

Within 100 meters of schools, 99% of shops and kiosks in Bangladesh sell tobacco products. It is also extremely concerning that 99% of shops near schools sell single cigarette sticks, which makes them easily accessible and affordable for young people.

The tobacco industry also tempts young people to use tobacco products by selling flavored products and with enticing advertising. Over 80% of shops near schools sell flavored tobacco products and close to 70% display advertising that often conveys to children that cigarettes are cool, fun, and aspirational.

Strong action is needed to protect Bangladeshi youth from the dangers of tobacco. We urge the government to take these steps to uphold its promise to protect the health of children and our communities:

- (1) Ban the sale of tobacco products within 100 meters of schools** to ensure 100% tobacco-free environments for students.
- (2) Ban all forms of tobacco advertising and product display at points of sale** to protect youth from targeted advertisements.
- (3) Ban all forms of tobacco promotion and sponsorship** to protect youth from tobacco companies' tactics to entice them into trying smoking.
- (4) Ban the sale of flavored tobacco products**, which make them appealing to youth.
- (5) Ban the sale of single cigarette sticks**, which make them affordable to youth.
- (6) Initiate school-centered and community monitoring** of law compliance.



Cigarettes are often displayed at children's eye level



Children are frequently exposed to tobacco advertising near school



Cigarettes are often sold next to sweets and candy

All photos were taken within 100 meters of primary and secondary schools in Dhaka, Chattogram, Rajshahi, and Khulna in November 2025.

