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Unmasking the Appeal

*How Big Tobacco Targets Africa
Through Predatory Marketing*



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At a time when tobacco use is falling globally, a different story is unfolding in Africa. Here, young people are being deliberately targeted by tobacco and nicotine companies determined to replace shrinking markets elsewhere. Using flavoured products, attractive packaging, and misleading messages of choice and modernity, the industry masks harm and makes addiction appealing, especially to youth.

PREDATORY MARKETING IS HARMFUL BECAUSE IT:

- Undermines informed choice
- Normalizes smoking and nicotine use
- Fuels addiction at an early age
- Worsens health and social inequalities

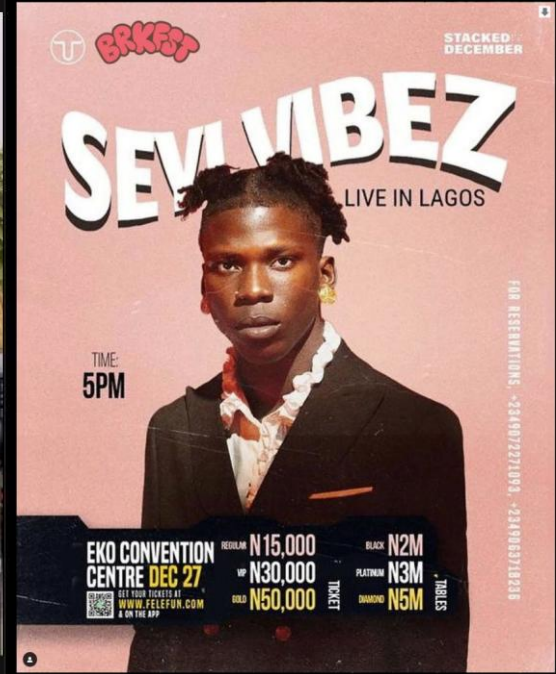
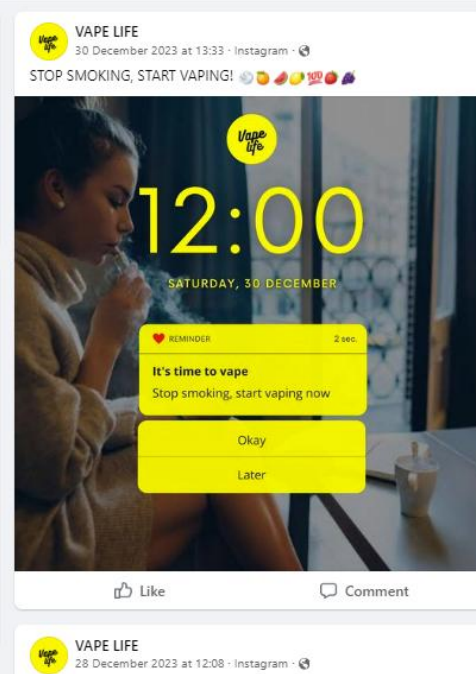
UNMASKING THE APPEAL: How Big Tobacco Targets Africa Through Predatory Marketing



Nigeria needs tailored alternatives, not foreign tobacco policies -Experts

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HOW THE INDUSTRY REACHES YOUTH

- Digital advertising: Instagram, TikTok, YouTube
- Point-of-sale promotions: near schools, price discounts, free samples
- Celebrity and influencer endorsements
- Regulatory circumvention: rebranding nicotine products as “harm reduction” alternatives
- Sponsorships: music, sports, nightlife, and cultural events

Instagram Posts

ekiemawellness_ng Sponsored

4 hours ago

ekiemawellness_ng

Enjoy the smoke. Restore your lungs tomorrow. Help your lungs recover naturally.

Na you puff puff pass
If you don't detox now your next puff might kill you

Detox with with Lungs and Kidney Tea

Send message

869 123 36

Followed by iheanachorifeanyiomuta and 132K others

View product

SMOKERS: DETOX YOUR LUNGS

Starlitech

Very effective

No side effect

Order now

Sponsored

Cigend ANTI-SMOKE CAPSULE

GET CIGEND ANTI-SMOKE CAPSULE NOW!
FAST & EFFECTIVE WITH NO SIDE EFFECT

100% HERBAL
100% NATURAL

HOW TO PLACE AN ORDER

2 bottle of the product cost **25,000 naira** with **FREE DELIVERY**

If you are a smoker, this product will keep you alive and healthy for a very long time. It will prevent you from having lung cancer

You can smoke and still live a healthy life

If you smoke, then you should know that most of the things you are smoking stays inside your body.

As a result you can start developing lung cancer.

There is a growing trend of so-called “lung cleansing” products being aggressively marketed with the misleading suggestion that people can continue smoking while using these products to reverse or “clean” the effects on their lungs. This narrative falsely acknowledges the harm of smoking while promoting unproven remedies, thereby normalizing continued tobacco use and undermining public health messaging.

THE AFRICAN REALITY

- Growing Industry Presence
- Increasing visibility of tobacco and nicotine products in: Nigeria, Kenya, South Africa, Ghana, Zambia etc
- Youth smoking and nicotine use rising, especially in urban settings
- Industry narratives increasingly frame products as “reduced harm” to evade regulation
- Weak enforcement allows predatory practices to persist





THE WAY FORWARD

1. **Stronger policies:** Ban flavours & restrict marketing (including digital)
2. **Education & Awareness:** Empower youth and parents
3. **Corporate Accountability:** Expose, challenge industry tactics and make them Pay.
4. **Youth-led Action:** Advocacy, monitoring & reporting

Predatory marketing is not accidental. It is a calculated threat to public health.

THE IMPACT ON YOUTH

Early initiation into smoking and nicotine use

Increased risk of lifelong addiction

Long-term health consequences:

- Cancer
- Respiratory diseases
- Cardiovascular conditions





**Thank
you**