



Compliance with Retail Tobacco Control Laws in Nigeria: A Mixed-Methods Study

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**Compliance was low for key tobacco access and visibility restrictions.
Vendors' accounts reveal everyday practices that help explain these gaps.**

Why this study?

Retail outlets are key points of tobacco access and promotion, yet compliance with Nigeria's retail tobacco-control provisions remains poorly understood [1,2].

What we did

Design and setting: Quantitatively driven explanatory sequential mixed-methods study in selected LGAs of Oyo State, Nigeria.

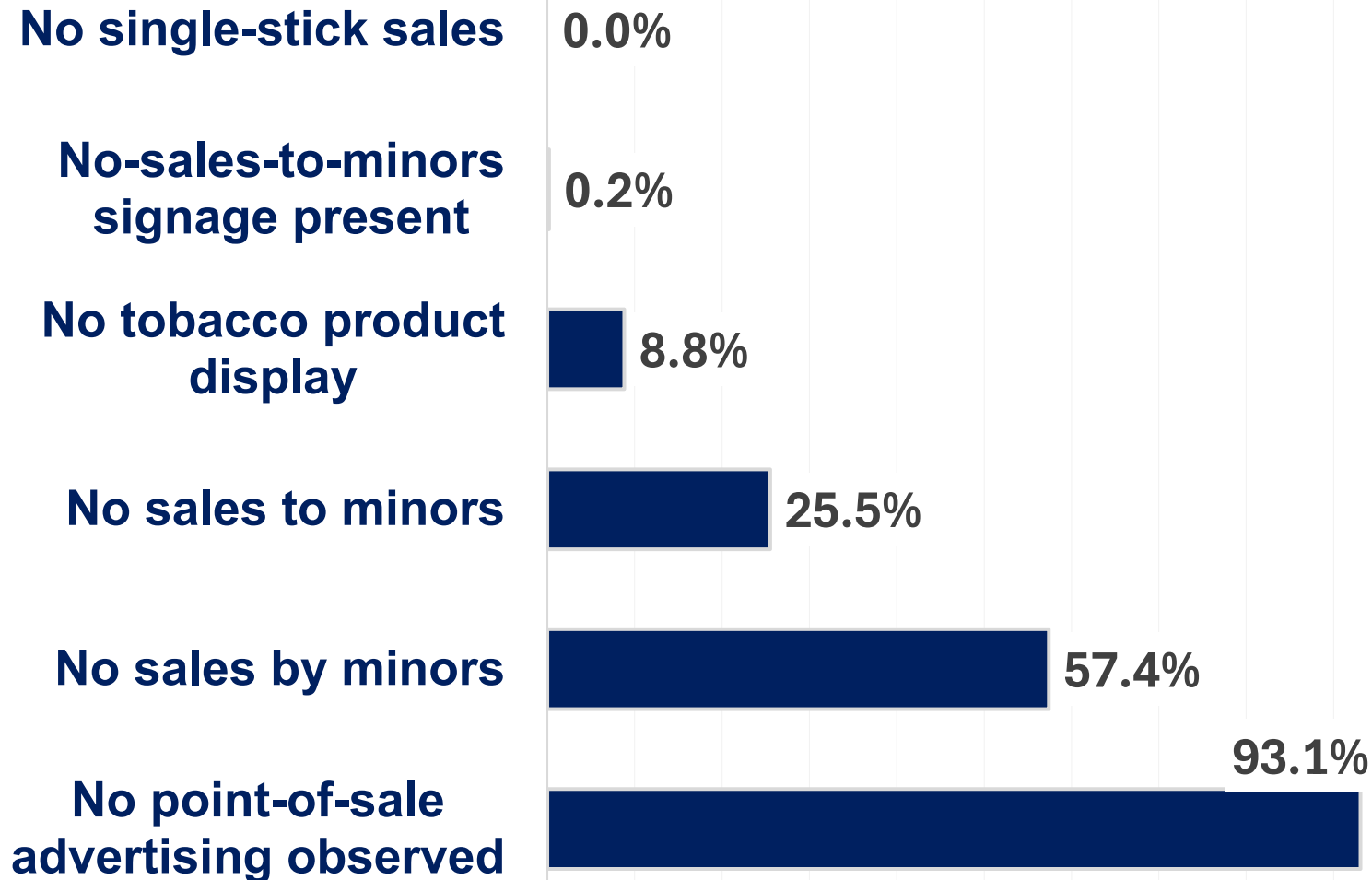
Quantitative: Survey and point-of-sale observation of 828 tobacco vendors.

Qualitative: In-depth interviews with 24 purposively selected vendors

Integration: Qualitative findings were used to explain quantitative compliance patterns.

Compliance across six retail tobacco-control provisions

828 tobacco vendors



Key interpretation

Four of six provisions had <30% compliance.

0.0% complied with the single-stick sales ban; required signage was almost entirely absent (0.2%).

93.1% had no observed point-of-sale advertising. This indicator did not include product display.

Sales to minors, sales by minors and single-stick sales were self-reported; product display, advertising and signage were observed. Advertising was assessed separately from product display.

Vendors' accounts explain how everyday practices sustain compliance gaps

Quantitative compliance pattern → qualitative explanation

**Sales to minors:
purchases for adults:
25.5% complied**

Some vendors refused sales to children buying for themselves but accepted purchases on behalf of adults.

“If the child says someone sent him, I will sell it.” — P11

**Sales by minors:
household assistance
57.4% complied**

Vendors described children helping with tobacco sales during their absence or after school.

“There is the child that helps me sell if I’m not around... when she comes back from school.” — P1

**Product display:
communicating
availability
8.8% complied**

Vendors described displaying cigarettes so customers would know they were available.

Policy support was associated with higher overall compliance

POLICY SUPPORT SCORE

Range: 3–15

Three items assessed support for:

- banning tobacco advertising;
- banning tobacco sales to minors; and
- supporting tobacco-control laws.

Higher score = stronger policy support.



**Adjusted
association**

COMPLIANCE SCORE

Range: 0–5

Five provisions:

- no sales to minors;
- no sales by minors;
- no product display;
- no point-of-sale advertising; and
- required signage present.

Single-stick sales were excluded because compliance was 0%.

Adjusted IRR 1.05 (95% CI 1.03–1.06)

Each one-point increase in policy support was associated with a **5% higher expected number of provisions complied with**, after adjustment.

Adjusted for education, LGA category, duration of tobacco retailing and perceived profitability of tobacco sales.

Closing the retail tobacco-control implementation gap

- Compliance was particularly low for provisions restricting tobacco access and visibility.
- Vendors' accounts showed how proxy purchases by children, children's assistance with tobacco sales and product visibility helped explain these gaps.

Strengthen enforcement

Prioritize enforcement of restrictions on:

- single-stick sales;
- sales to and by minors; and
- tobacco product display.

Clarify youth-sales restrictions

Vendor education should explicitly explain that restrictions include:

- children purchasing tobacco for adults; and
- children assisting with tobacco sales.

References:

1. Federal Republic of Nigeria. *National Tobacco Control Act*, 2015.
 2. Federal Republic of Nigeria. *National Tobacco Control Regulations*, 2019.
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