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| **Title of Research Presentation** (Sentence case): **IQOS Point-of-Sale Marketing Strategies in Israel: A Pilot Study** |
| **Maximum 2500 characters (including spaces but excluding title)**  **Background/Objectives:** Heat-not-burn tobacco products (HNB), such as Philip Morris International’s IQOS, have increasingly penetrated the global tobacco market. Many countries will face regulatory implications related to these new products. Therefore, understanding the HNB product market in other countries is critical in advancing regulatory efforts in jurisdictions anticipating the release of such products into the market. In Israel, one of the first countries to have IQOS in its market, the IQOS device is sold in specialty stores and online; the heat sticks burned by IQOS, called HEETS, are sold at traditional retailers. Advertising restrictions in many contexts including Israel have shifted industry marketing efforts to point-of-sale (POS), thus making assessing product POS marketing (e.g., pricing, promotion, placement) critical. This is particularly important given the nuances of IQOS and HEETS product distribution. Hence, we conducted a pilot study of IQOS POS marketing strategies, adapting the Standardized Tobacco Assessment for Retail Settings (STARS) and assessing a subset of retailers in Israel.  **Methods:** Data collectors conducted POS surveillance in a random sample of 15 IQOS retailers in 3 Israeli cities (Beer-Sheva, Haifa, Jerusalem), assessing product offerings, pricing, promotional strategies, and placement. Descriptive analyses were conducted.  **Results:** All retailers sold cigarettes; many carried other forms of tobacco (e.g., cigars). Average price for a HEETS package was 30.2 (SD=2.7); average price for the least expensive cigarette pack was 27.4 (SD=1.5). In all but one retailer, HEETS were sold at higher prices, an average 9.5% more expensive. Regarding promotion, posted ads were uncommon; rather, product displays were prominent. HEETS packages were often separated from other tobacco products and rather placed in a separate display box. In 2 retailers, HEETS displays were placed at higher and more prominent positions and closer to consumers, with colour coding to differentiate flavouring and strength. Additionally, 11 retailers placed cigarettes and 10 placed HNB products near youth-oriented merchandise. Also, 9 retailers placed cigarettes and HNB products, respectively, within 1 meter of the floor.  **Discussion:** This study represents the first step in assessing IQOS POS practices, which is critical in advancing the ability to facilitate related research and regulation.  **Keywords:** Tobacco control; tobacco policy; ENDS; tobacco marketing |