

Choose country from the dropdown list to customise view

Country **AUSTRIA**

<b>13.5bn</b> <small>cigarettes consumed</small>  <small>-1.0bn on 2017</small>	<b>0.6bn</b> <small>C&amp;C cigarettes consumed</small>  <small>-0.3bn on 2017</small>	<b>4.4%</b> <small>of total consumption was C&amp;C</small>  <small>-1.9%pts on 2017</small>	<b>€112m</b> <small>total tax revenue lost from C&amp;C</small>  <small>-55m on 2017</small>
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C&C continued to decline in 2018, reducing by a further 1.9%pts, or 0.3bn cigarettes.

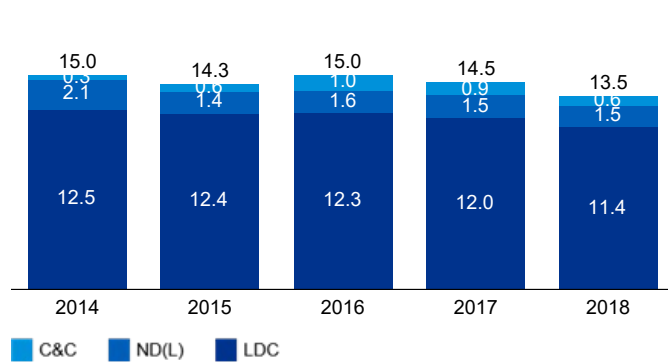
This is in line with the overall consumption trend, which also declined in 2018.

Neighbouring markets of Czech Republic, Hungary, Slovenia and Slovakia are the largest source of inflows in 2018, with the majority of these flows considered legal given the high volumes of travel to and from Austria.

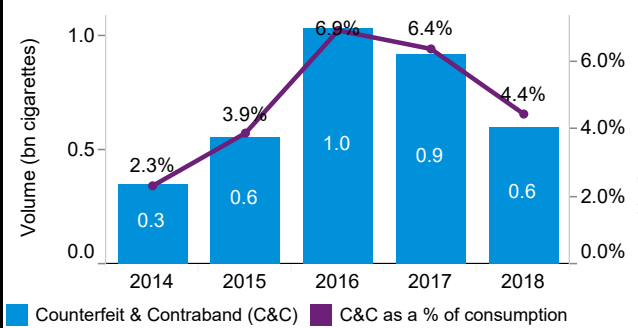
Bosnia and Herzegovina was the largest source of C&C in 2018, showing a further increase on 2017 levels.

The highest proportion of C&C was identified in the Karnten region bordering Slovenia and Italy.

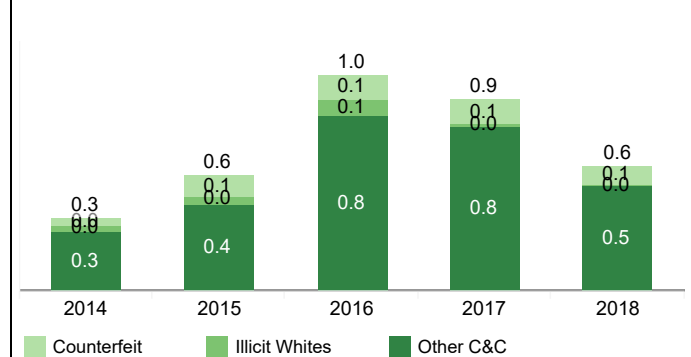
**Total consumption, 2014-18 (bn cigarettes)**



**Manufactured cigarette C&C volumes and share of overall cigarette consumption, 2014-2018**



**C&C breakdown by type, 2014-2018 (bn cigarettes)**



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



# AUSTRIA

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Choose country and flow type from the dropdown list to customise view

Country AUSTRIA

## Key Inflows and Outflows from AUSTRIA, 2018 (bn cigarettes)

Weighted average price in AUSTRIA: €4.76 (0.04% change from 2017)



Map shows major flows. Countries which are both a source and a destination are coded according to the larger flow.

### Flow Colours

- Inflow to Country of Study
- Outflow from Country of Study

### Country Colours

- Country of Study
- Source
- Destination

### Country label format:

Country Name  
(Average price per pack)

## Breakdown of Total Consumption, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Legal Domestic Sales (LDS)	12.90	12.73	12.63	12.40	11.83
Outflows	-0.38	-0.36	-0.33	-0.40	-0.45
Legal Domestic Consumption (LDC)	12.52	12.37	12.29	12.01	11.38
Non-Domestic Legal (ND(L))	2.11	1.41	1.63	1.55	1.48
Counterfeit & Contraband (C&C)	0.35	0.56	1.04	0.92	0.60
Total Non-Domestic	2.46	1.97	2.67	2.47	2.08
<b>Total Consumption</b>	<b>14.97</b>	<b>14.34</b>	<b>14.96</b>	<b>14.48</b>	<b>13.46</b>

## Total inflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Czech Republic	0.47	0.41	0.50	0.72	0.42
Slovenia	0.74	0.42	0.37	0.34	0.39
Hungary	0.56	0.25	0.40	0.31	0.24
Slovakia	0.06	0.09	0.13	0.17	0.18
Bosnia And Herzegovina	0.08	0.10	0.13	0.14	0.16
Other	0.54	0.70	1.13	0.79	0.70
<b>Total Inflows</b>	<b>2.46</b>	<b>1.97</b>	<b>2.67</b>	<b>2.47</b>	<b>2.08</b>

## Total outflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Germany	-0.27	-0.15	-0.18	-0.21	-0.20
Switzerland	-0.02	-0.04	-0.04	-0.05	-0.05
Netherlands	-0.02	-0.02	-0.02	-0.02	-0.04
Slovenia	0.00	-0.01	-0.01	0.00	-0.03
Italy	-0.01	-0.03	-0.02	0.00	-0.02
Other	-0.06	-0.11	-0.06	-0.10	-0.11
<b>Total Outflows</b>	<b>-0.38</b>	<b>-0.36</b>	<b>-0.33</b>	<b>-0.40</b>	<b>-0.45</b>



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



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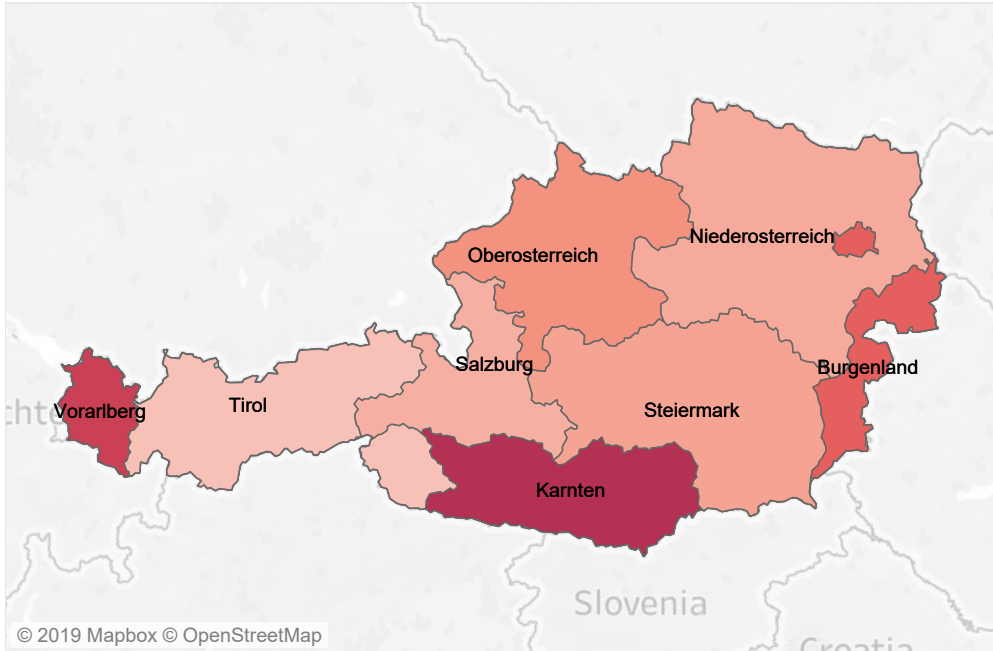
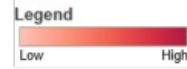
Hover here to view any country-specific adjustments

Select country and type to customise view

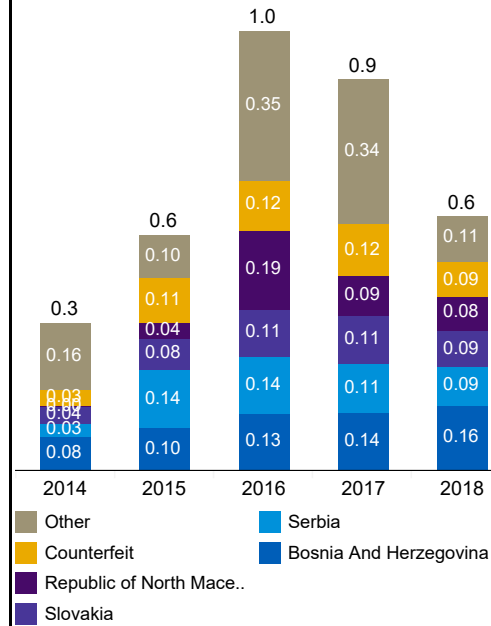
Country  
AUSTRIA

Type  
C&C

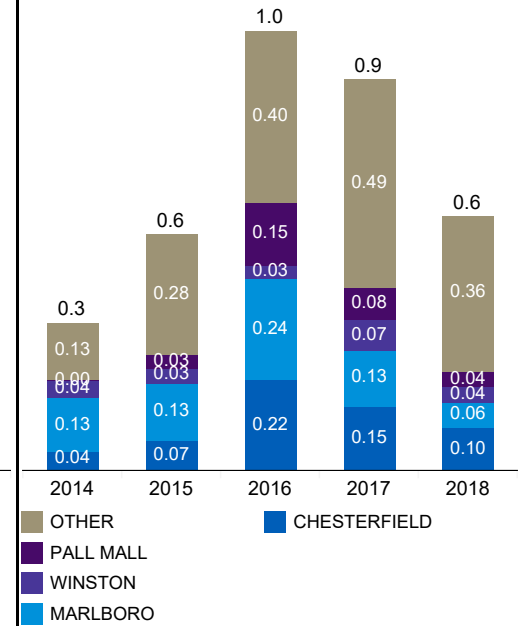
## C&C% by region



## C&C by country of origin, 2014-2018 (bn cigarettes)



## C&C by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



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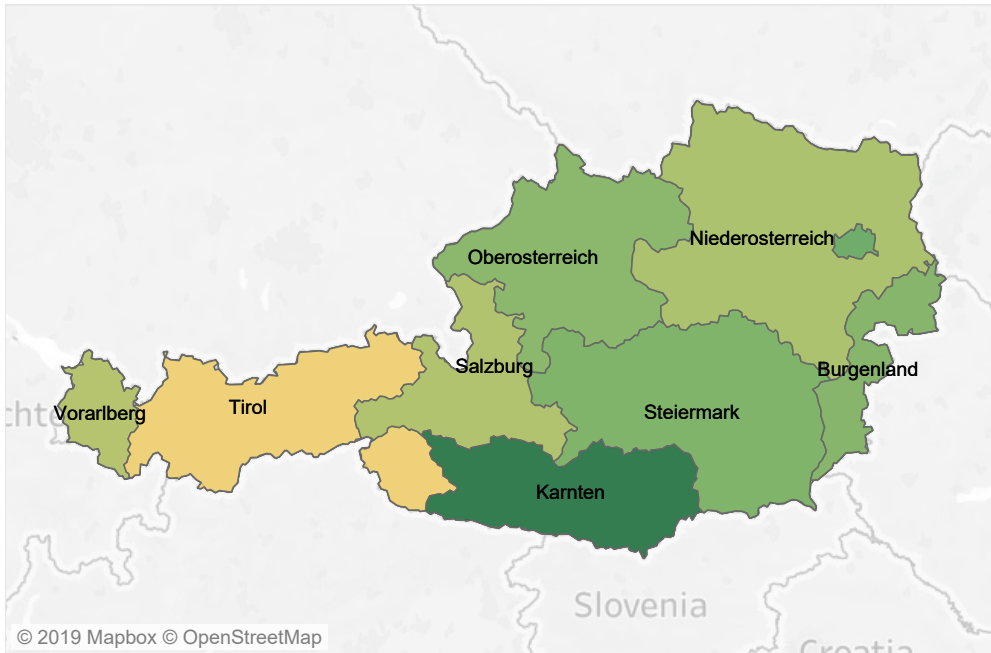
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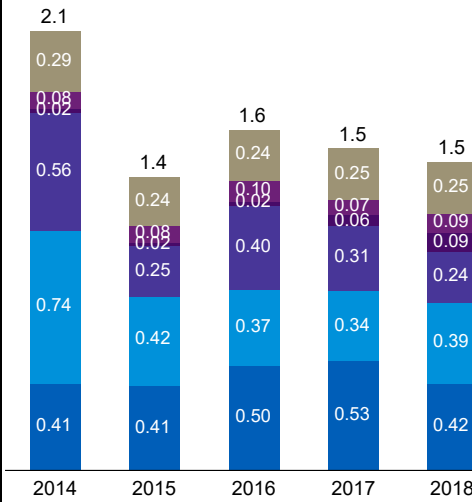
Country  
AUSTRIA

Type  
ND(L)

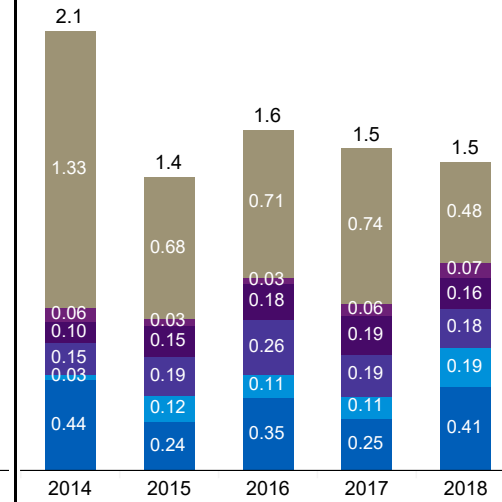
## ND(L)% by region



## ND(L) by country of origin, 2014-2018 (bn cigarettes)



## ND(L) by brand, 2014-2018 (bn cigarettes)



Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics