



Choose country from the dropdown list to customise view

Country CROATIA

6.3bn cigarettes consumed 0.4bn on 2017	0.4bn C&C cigarettes consumed 0.3bn on 2017	6.3% of total consumption was C&C 4.2%pts on 2017	€51m (kn380m) total tax revenue lost from C&C 36m on 2017
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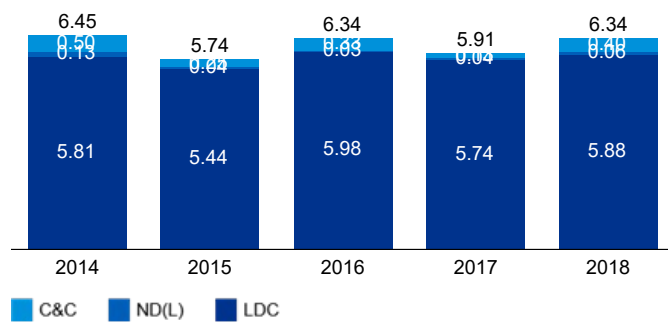
C&C increased to 6.3% of total consumption in 2018 following a historical low of 2.1% in 2017.

Increasing C&C was also a key factor in an overall consumption increase in 2018, with consumption returning to levels seen in 2016. Illicit Whites and Counterfeit maintained a low share of C&C in 2018 at less than 2%.

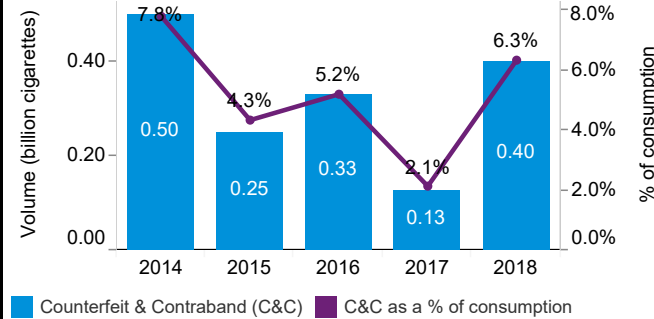
Increased inflows were mainly driven by flows from neighbouring Bosnia and Herzegovina and Serbia, with these flows considered predominately C&C, as travellers between each country may only take 40 cigarettes when returning.

The highest proportion of illicit cigarettes was identified in Slavonski Brod-Posavina and Osijek-Baranja regions, indicating that illicit flows may be entering Croatia from Bosnia and Herzegovina and Serbia.

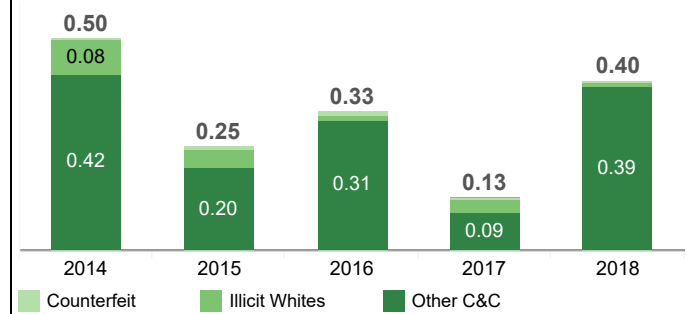
Total consumption, 2014-18 (bn cigarettes)



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



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



Notes: (1) Croatian LDS total was taken from the Croatian Ministry of Finance, Customs Administration
Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



CROATIA

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Country CROATIA

Key Inflows and Outflows from CROATIA, 2018 (bn cigarettes)

Weighted average price in CROATIA: €3.19 (kn23.67) (4.60% 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)	6.070	5.863	6.304	6.072	6.270
Outflows	-0.264	-0.419	-0.325	-0.334	-0.395
Legal Domestic Consumption (LDC)	5.814	5.444	5.979	5.737	5.875
Non-Domestic Legal (ND(L))	0.134	0.045	0.032	0.043	0.063
Counterfeit & Contraband (C&C)	0.503	0.249	0.330	0.126	0.402
Total Non-Domestic	0.637	0.294	0.352	0.169	0.465
Total Consumption	6.443	5.738	6.331	5.907	6.341

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

	2014	2015	2016	2017	2018
Bosnia And Herzegovina	0.382	0.160	0.272	0.063	0.272
Serbia	0.091	0.023	0.044	0.033	0.116
IWs with no country-specific labelling	0.043	0.029	0.000	0.033	0.021
Slovenia	0.009	0.011	0.002	0.004	0.019
Kosovo	0.017	0.011	0.002	0.000	0.006
Other	0.096	0.059	0.031	0.035	0.031
Total Inflows	0.637	0.294	0.352	0.169	0.465

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

	2014	2015	2016	2017	2018
Germany	-0.140	-0.270	-0.112	-0.155	-0.165
Slovenia	-0.024	-0.038	-0.026	-0.036	-0.065
Italy	-0.026	-0.014	-0.017	-0.018	-0.043
Austria	-0.030	-0.028	-0.050	-0.038	-0.032
France	-0.003	-0.014	-0.058	-0.010	-0.025
Other	-0.040	-0.055	-0.062	-0.077	-0.064
Total Outflows	-0.264	-0.419	-0.325	-0.334	-0.395



Notes: (1) Croatian LDS total was taken from the Croatian Ministry of Finance, Customs Administration
Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



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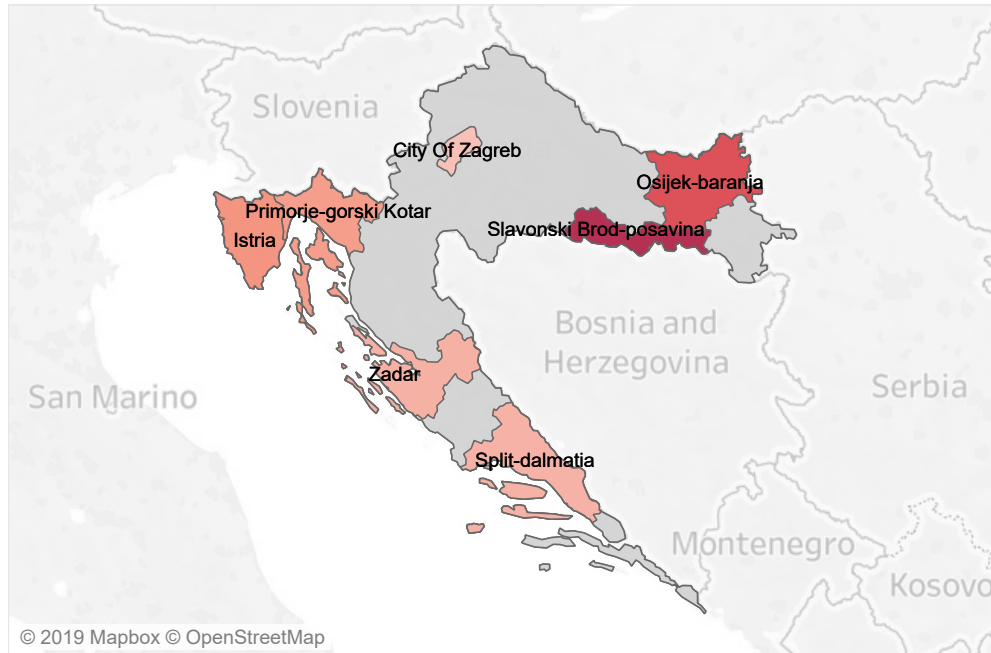
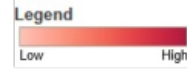
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Select country and type to customise view

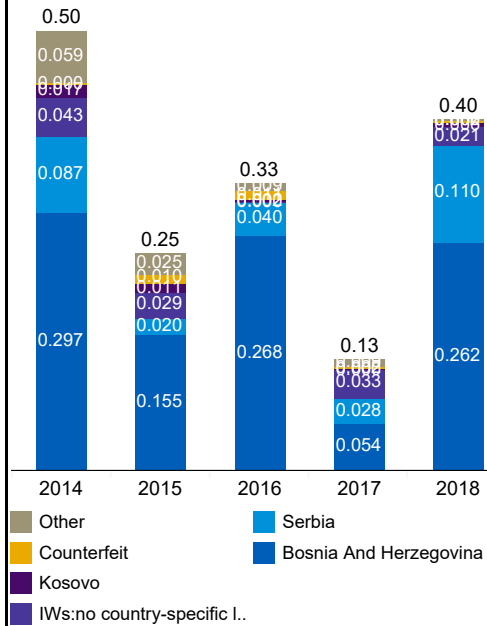
Country
CROATIA

Type
C&C

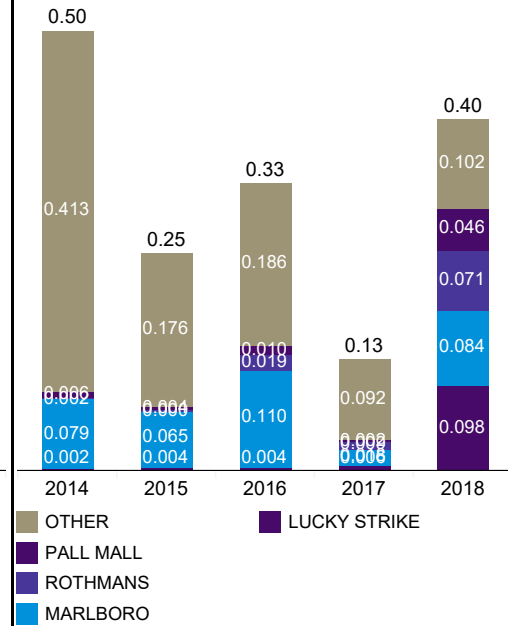
C&C% by region



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



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



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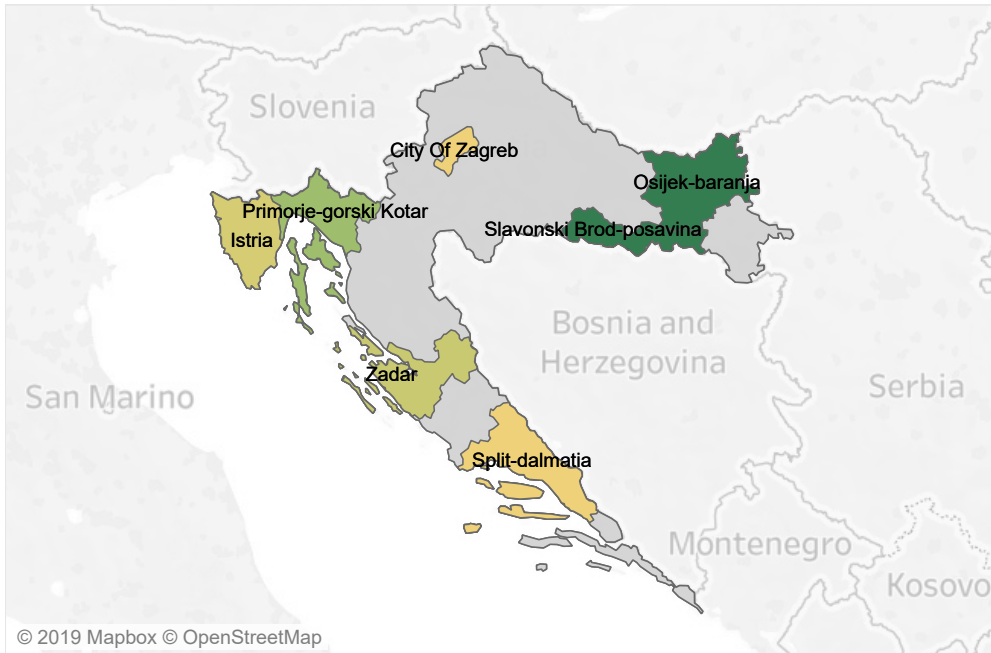
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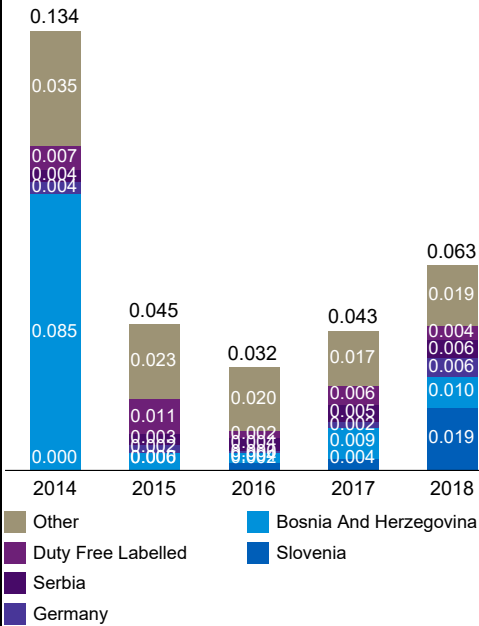
Country
CROATIA

Type
ND(L)

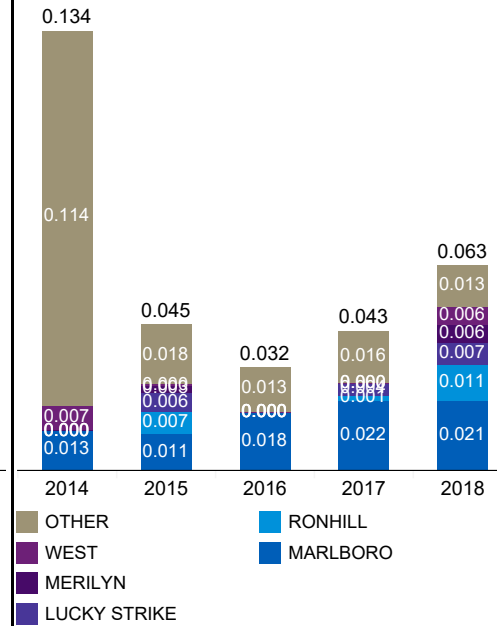
ND(L)% by region



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



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



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