



CYPRUS

Hover here to view any country-specific adjustments

Choose country from the dropdown list to customise view

Country **CYPRUS**

1.2bn



cigarettes consumed

0.0bn on 2017

0.1bn



C&C cigarettes consumed

0.0bn on 2017

8.2%



of total consumption was C&C

2.2%pts on 2017

€16m



total tax revenue lost from C&C

4m on 2017

C&C increased to 8.2% of total consumption in 2018 which, aside from a decrease in 2017, follows the longer term trend seen since 2014

Flows of Illicit Whites brands with no country specific labelling increased in 2018 to levels almost same as estimated in 2016.

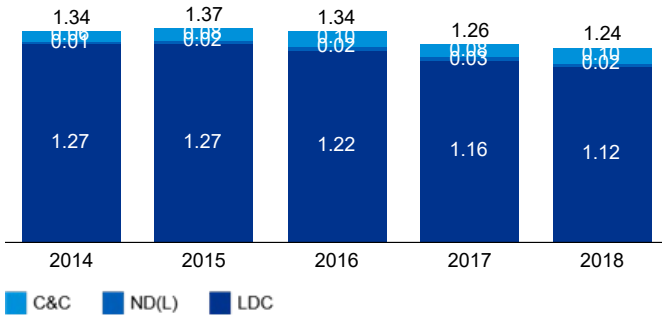
The highest proportion of C&C was identified in the Larnaca region.

Overall, total consumption continues to decline, in line with the trend since 2015, indicating consumers are increasingly opting for illicit cigarettes instead of legal domestic products

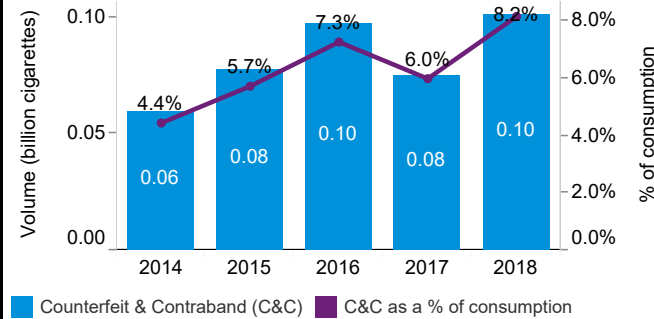
Higher flows from North Cyprus coincided with a devaluation of the Turkish Lira increasing the price gap and therefore increasing demand. This flow is considered illicit.

60% of C&C was Illicit Whites, with one brand (Double V one) accounting..

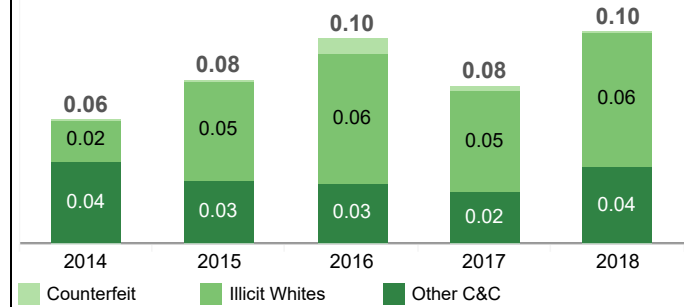
Total consumption, 2014-18 (bn cigarettes)



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



CYPRUS

Hover here to view any country-specific adjustments

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

Country CYPRUS

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

Weighted average price in CYPRUS: €4.28 (0.00% 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)	1.305	1.306	1.278	1.216	1.142
Outflows	-0.032	-0.034	-0.054	-0.057	-0.022
Legal Domestic Consumption (LDC)	1.272	1.272	1.225	1.159	1.120
Non-Domestic Legal (ND(L))	0.010	0.015	0.022	0.027	0.022
Counterfeit & Contraband (C&C)	0.060	0.078	0.098	0.075	0.101
Total Non-Domestic	0.070	0.093	0.119	0.102	0.124
Total Consumption	1.342	1.365	1.344	1.261	1.244

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	0.022	0.049	0.065	0.050	0.065
North Cyprus	0.004	0.012	0.004	0.008	0.033
Duty Free Labelled	0.021	0.016	0.019	0.017	0.012
Greece	0.001	0.000	0.007	0.004	0.005
Bulgaria	0.001	0.003	0.000	0.003	0.003
Other	0.019	0.013	0.024	0.021	0.006
Total Inflows	0.070	0.093	0.119	0.102	0.124

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

	2014	2015	2016	2017	2018
UK	-0.016	-0.021	-0.025	-0.034	-0.013
Greece	-0.002	-0.007	-0.015	-0.008	-0.003
France	-0.002	0.000	-0.004	-0.002	-0.002
Germany	-0.001	-0.001	-0.001	-0.002	-0.002
Netherlands	-0.002	-0.002	-0.002	-0.003	-0.001
Other	-0.009	-0.003	-0.006	-0.008	-0.001
Total Outflows	-0.032	-0.034	-0.054	-0.057	-0.022



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



CYPRUS

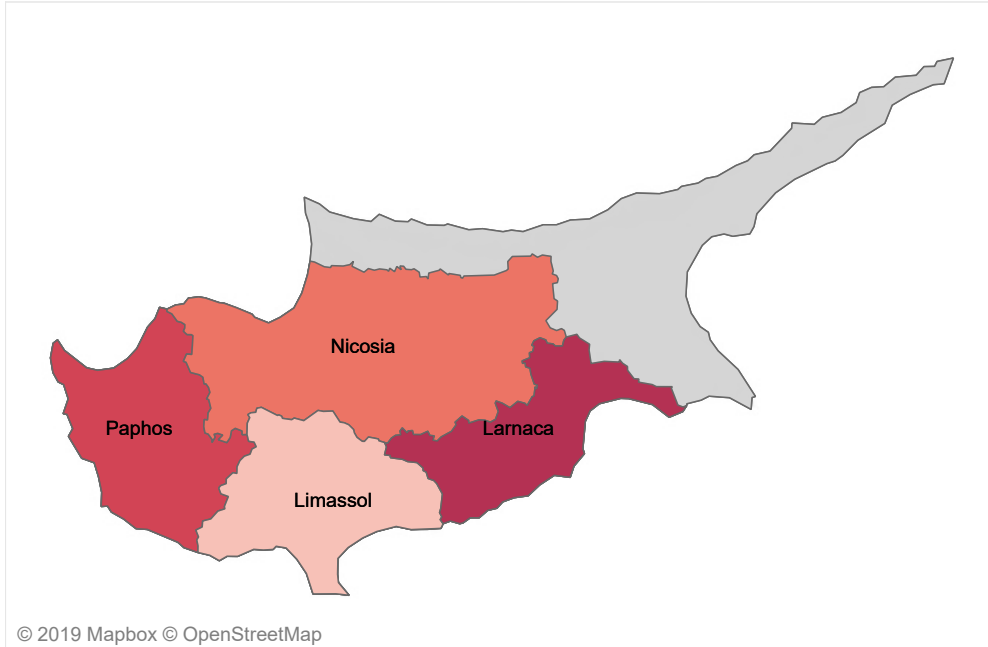
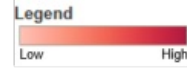
Hover here to view any country-specific adjustments

Select country and type to customise view

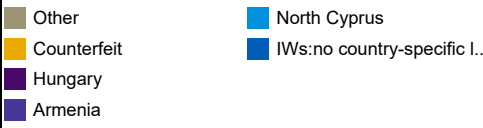
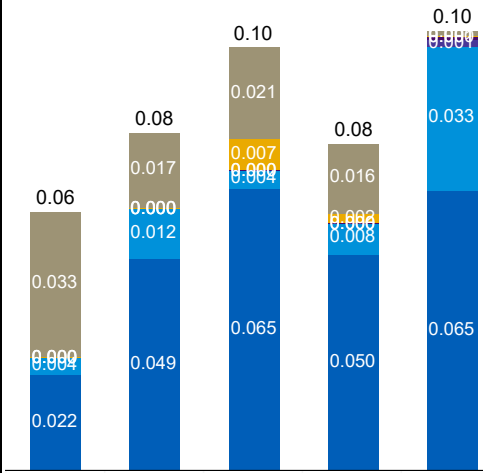
Country
CYPRUS

Type
C&C

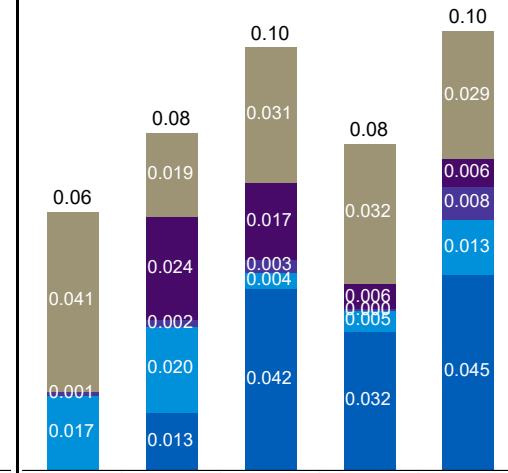
C&C% by region



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



CYPRUS

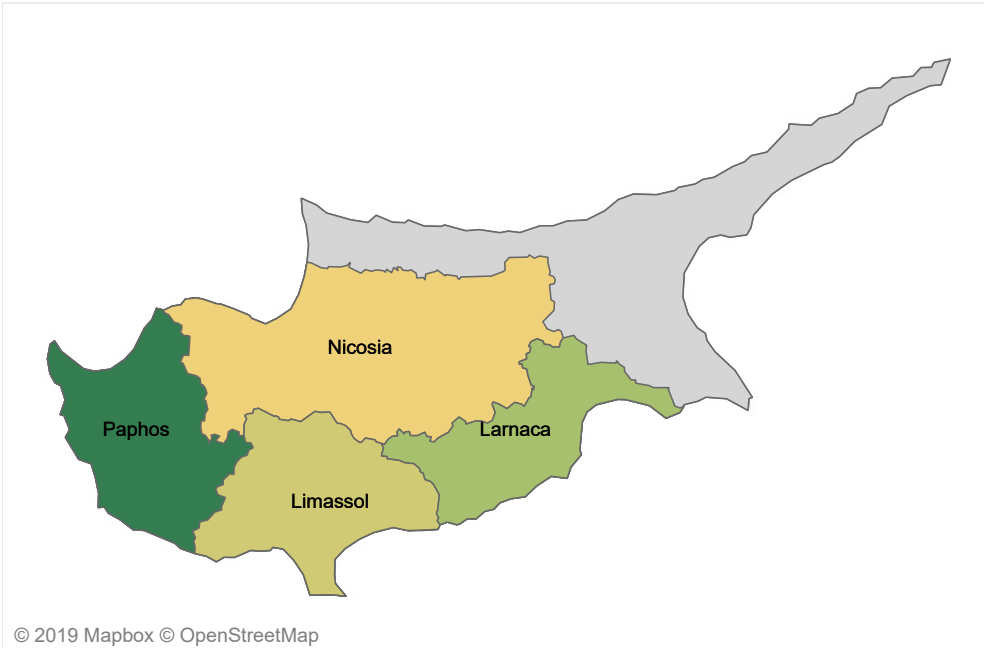
Hover here to view any country-specific adjustments

Select country and type to customise view

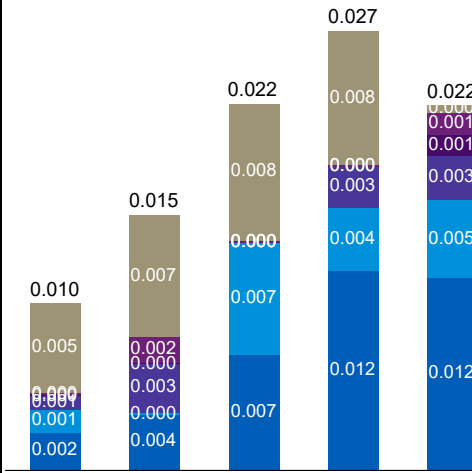
Country
CYPRUS

Type
ND(L)

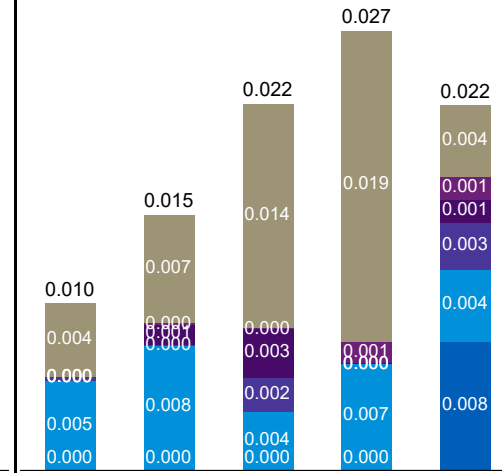
ND(L)% by region



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