



Choose country from the dropdown list to customise view

Country DENMARK

5.8bn cigarettes consumed -0.2bn on 2017	0.2bn C&C cigarettes consumed 0.1bn on 2017	2.8% of total consumption was C&C 1.0%pts on 2017	€36m (DKK267m) total tax revenue lost from C&C 12m on 2017
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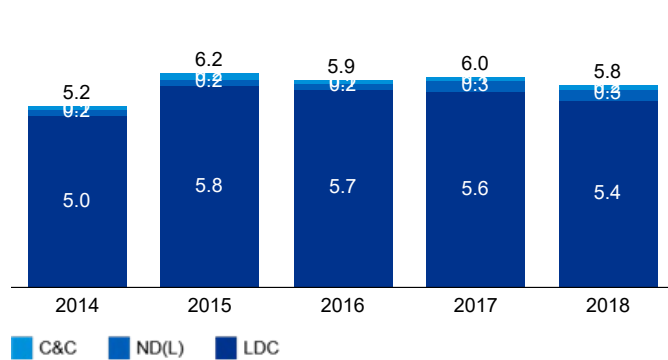
C&C increased to 2.8% of total consumption in 2018, the highest since 2014. However, C&C as a % of total consumption remains one of the lowest of countries in the study.

The highest proportions of C&C cigarettes were identified in the North Jutland and Capital regions.

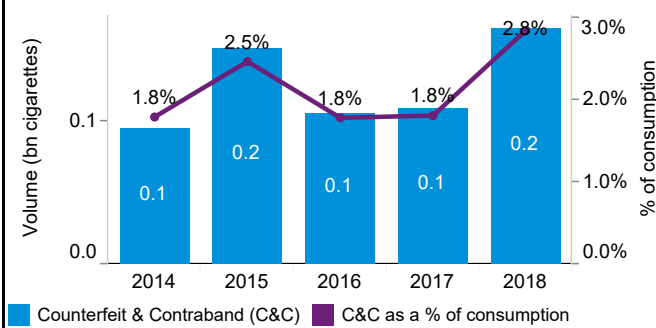
This increase in C&C came from an increase in counterfeit volumes.

Despite C&C increases, lower legal domestic consumption continued the declining total consumption trend visible since 2015.

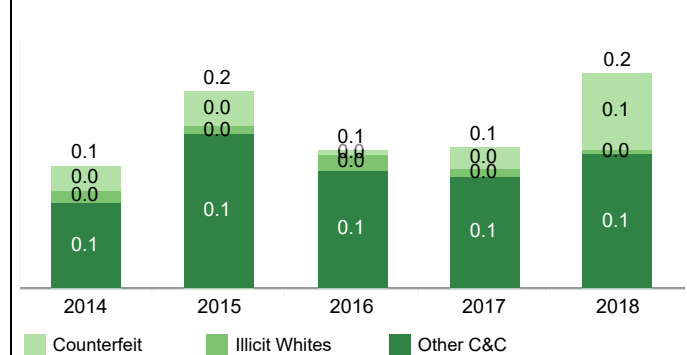
Total consumption, 2014-18 (bn cigarettes)



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

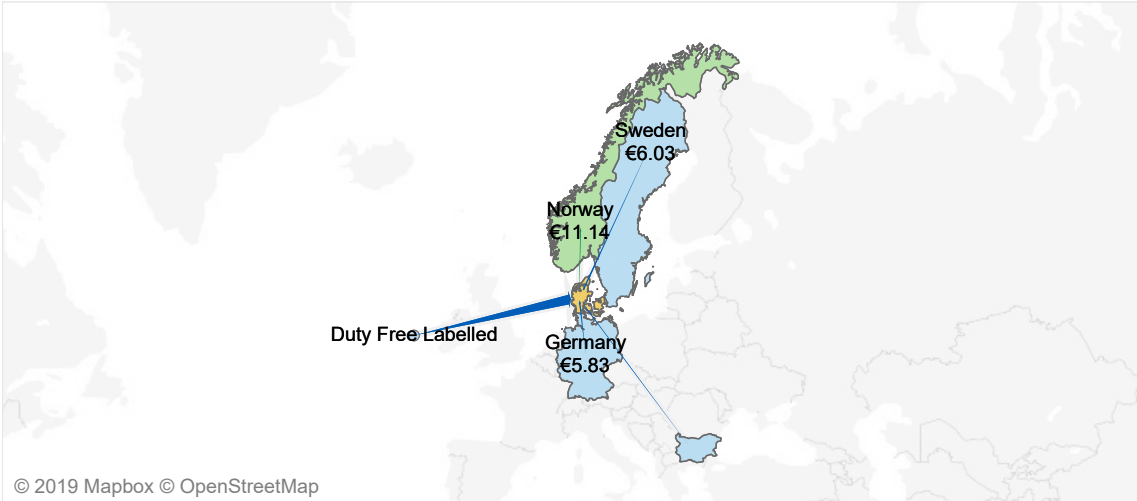


Choose country and flow type from the dropdown list to customise view

Country DENMARK

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

Weighted average price in DENMARK: €5.40 (DKK40.27) (0.66% 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)	5.05	5.98	5.78	5.74	5.51
Outflows	-0.10	-0.17	-0.10	-0.10	-0.12
Legal Domestic Consumption (LDC)	4.95	5.81	5.67	5.63	5.40
Non-Domestic Legal (ND(L))	0.16	0.20	0.16	0.30	0.27
Counterfeit & Contraband (C&C)	0.10	0.15	0.11	0.11	0.17
Total Non-Domestic	0.25	0.35	0.27	0.40	0.44
Total Consumption	5.30	6.16	5.94	6.04	5.83

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

	2014	2015	2016	2017	2018
Duty Free Labelled	0.10	0.13	0.10	0.11	0.13
Counterfeit	0.02	0.03	0.00	0.02	0.06
Germany	0.01	0.02	0.01	0.01	0.03
Sweden	0.03	0.05	0.04	0.07	0.03
Bulgaria	0.01	0.01	0.01	0.01	0.02
Other	0.09	0.11	0.11	0.19	0.17
Total Inflows	0.25	0.35	0.27	0.40	0.44

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

	2014	2015	2016	2017	2018
Sweden	-0.01	-0.06	-0.01	-0.02	-0.02
Norway	-0.01	-0.02	-0.02	-0.01	-0.02
Italy	-0.01	0.00	0.00	0.00	-0.02
France	0.00	-0.01	0.00	-0.01	-0.01
UK	-0.01	-0.01	-0.01	-0.01	-0.01
Other	-0.05	-0.06	-0.06	-0.06	-0.04
Total Outflows	-0.10	-0.17	-0.10	-0.10	-0.12



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



DENMARK

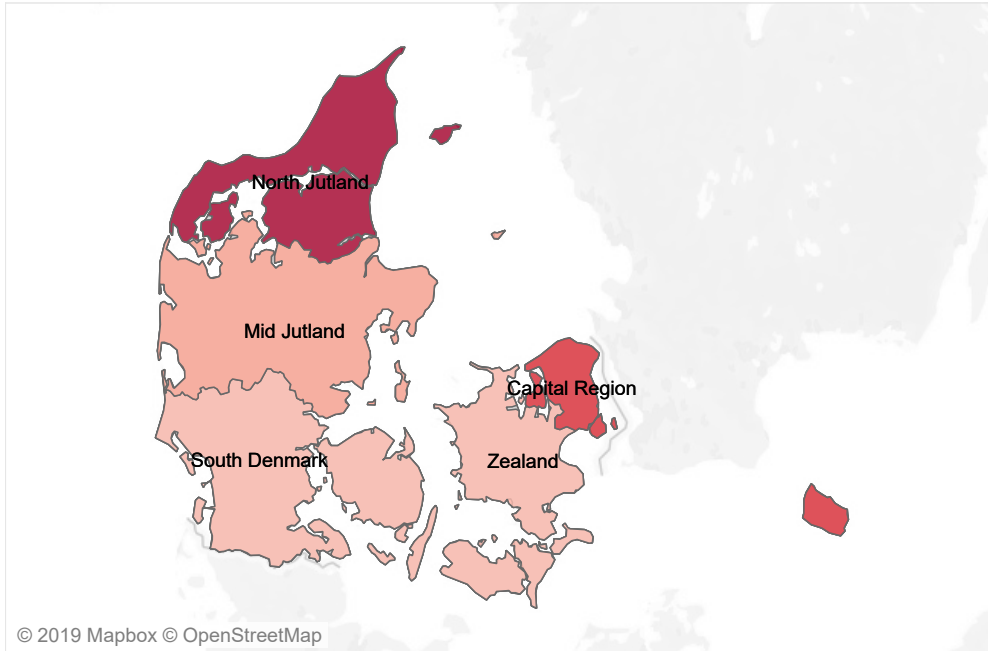
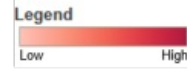
Hover here to view any country-specific adjustments

Select country and type to customise view

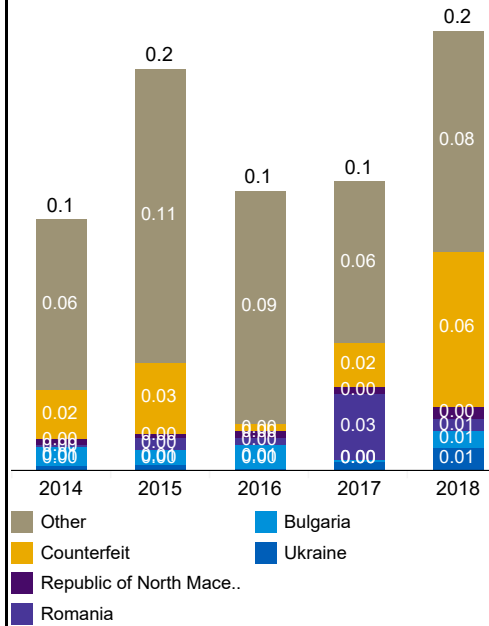
Country
DENMARK

Type
C&C

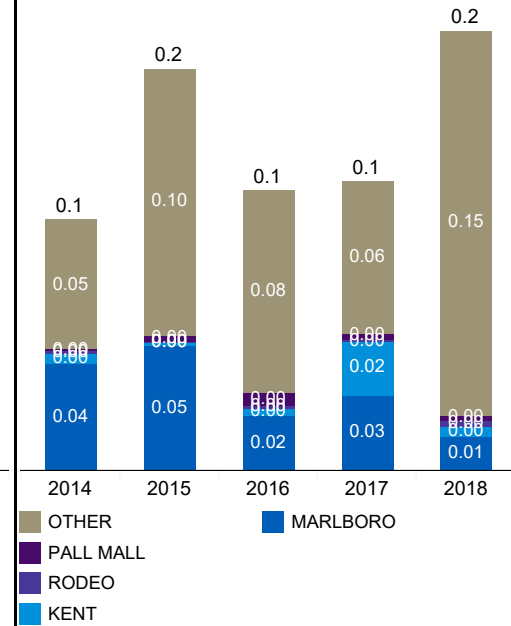
C&C% by region



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



DENMARK

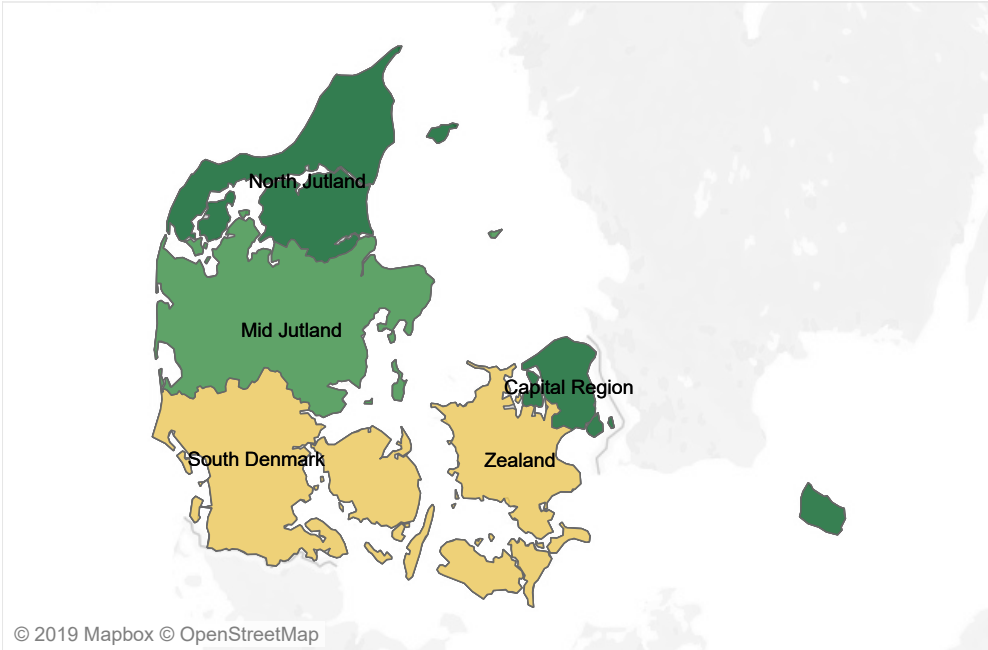
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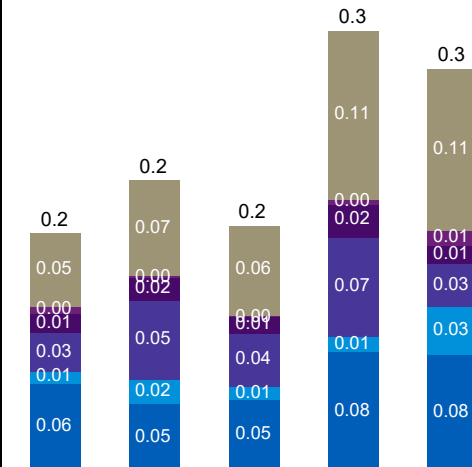
Country
DENMARK

Type
ND(L)

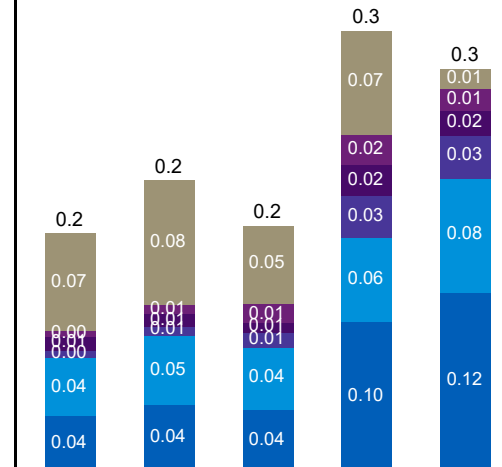
ND(L)% by region



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