



Choose country from the dropdown list to customise view

Country FINLAND

4.4bn cigarettes consumed -0.4bn on 2017	0.4bn C&C cigarettes consumed -0.2bn on 2017	9.7% of total consumption was C&C -3.2%pts on 2017	€126m total tax revenue lost from C&C -43m on 2017
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After several years of stable flows, C&C fell below 10% for the first time.

Cigarette consumption also declined as C&C fell.

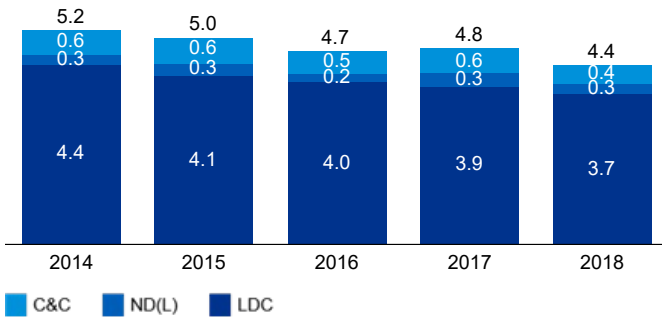
Estonia provided the largest inflow to Finland, as there is a significant price difference of over €3 per packet of 20. However the amount of travel between each country did not support the size of flow, hence there is a large proportion of C&C.

Russia is also a major source of Finnish C&C volumes.

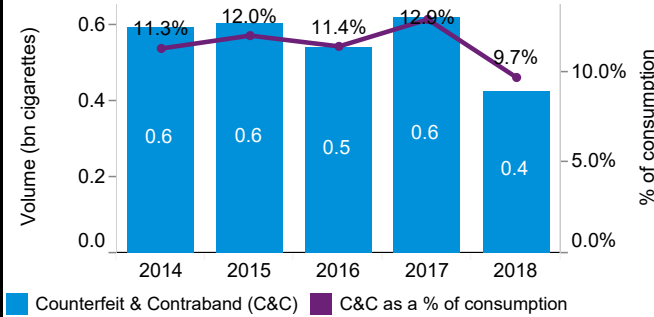
The regions closest to Estonia saw the highest levels of C&C.

Relatively lower C&C levels along regions bordering Russia is illustrative of the robust border controls in place.

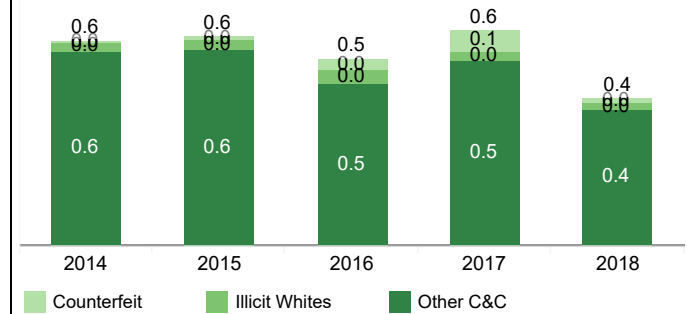
Total consumption, 2014-18 (bn cigarettes)



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

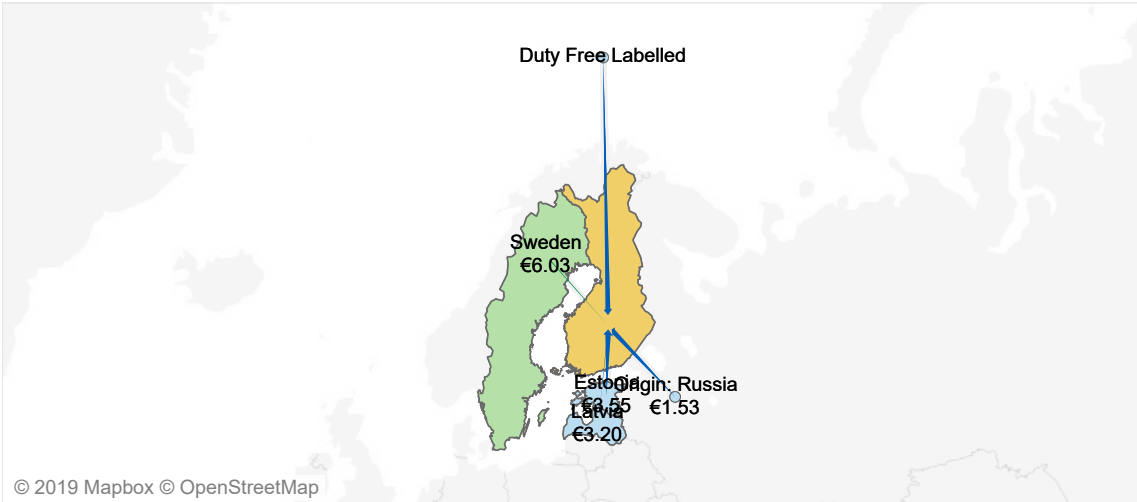


Choose country and flow type from the dropdown list to customise view

Country FINLAND

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

Weighted average price in FINLAND: €6.70 (9.45% 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)	4.43	4.20	4.00	3.91	3.72
Outflows	-0.05	-0.07	-0.04	-0.05	-0.05
Legal Domestic Consumption (LDC)	4.39	4.12	3.96	3.87	3.67
Non-Domestic Legal (ND(L))	0.26	0.31	0.21	0.32	0.29
Counterfeit & Contraband (C&C)	0.59	0.61	0.54	0.62	0.43
Total Non-Domestic	0.86	0.92	0.75	0.94	0.71
Total Consumption	5.24	5.04	4.71	4.81	4.38

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

	2014	2015	2016	2017	2018
Estonia	0.29	0.29	0.27	0.27	0.23
Duty Free Labelled	0.21	0.25	0.22	0.25	0.21
Russia	0.24	0.19	0.11	0.14	0.12
Latvia	0.01	0.01	0.00	0.02	0.02
Counterfeit	0.01	0.01	0.03	0.06	0.01
Other	0.09	0.16	0.11	0.20	0.12
Total Inflows	0.86	0.92	0.75	0.94	0.71

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

	2014	2015	2016	2017	2018
Sweden	0.00	-0.01	-0.02	-0.02	-0.02
Estonia	0.00	-0.01	0.00	0.00	-0.01
Netherlands	-0.01	-0.01	0.00	-0.01	-0.01
Denmark	0.00	0.00	0.00	0.00	0.00
Norway	0.00	-0.01	0.00	0.00	0.00
Other	-0.03	-0.04	-0.02	-0.01	-0.01
Total Outflows	-0.05	-0.07	-0.04	-0.05	-0.05



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



FINLAND

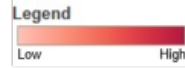
Hover here to view any country-specific adjustments

Select country and type to customise view

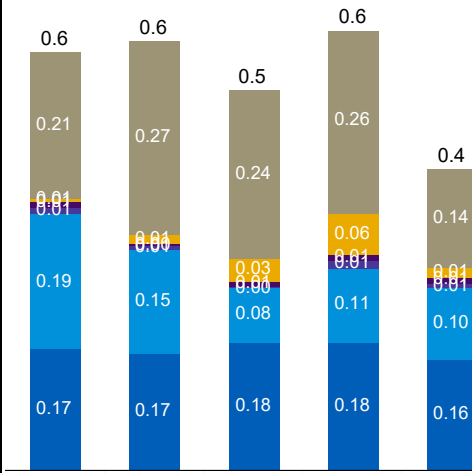
Country
FINLAND

Type
C&C

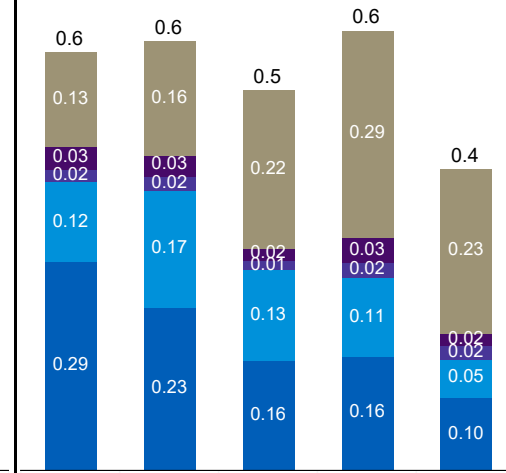
C&C% by region



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



FINLAND

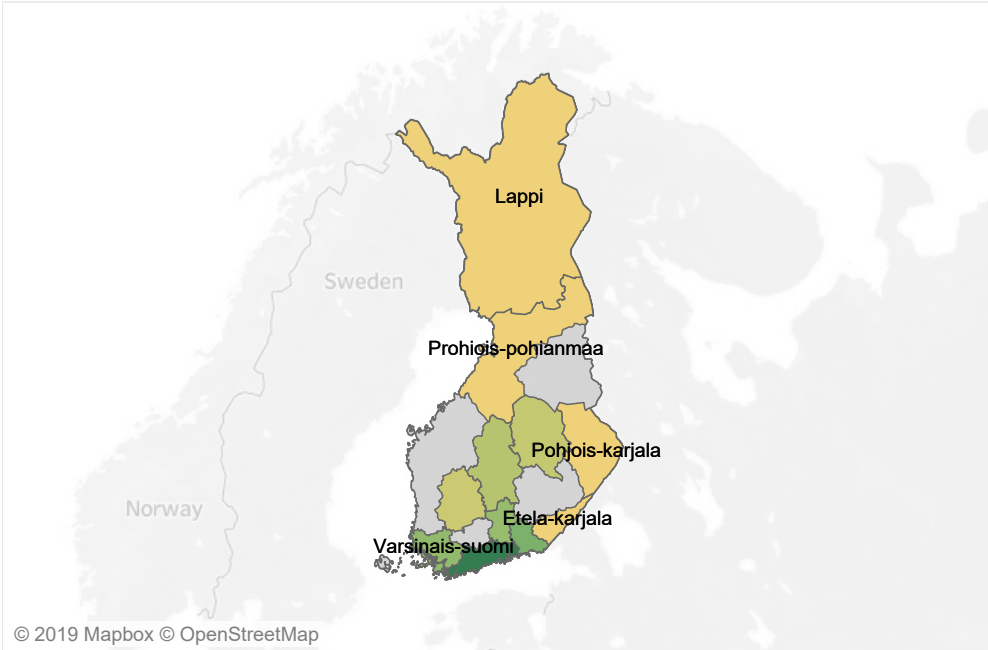
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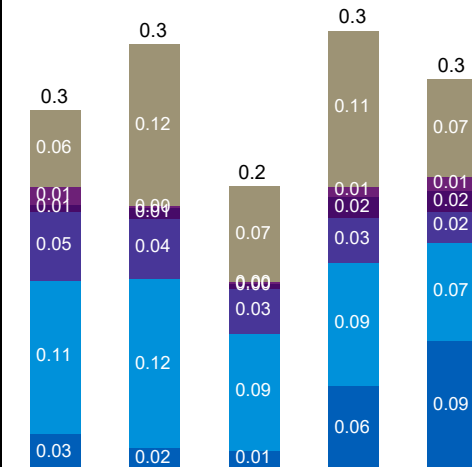
Country
FINLAND

Type
ND(L)

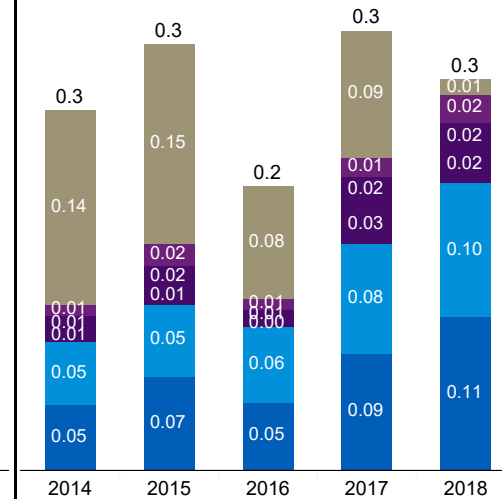
ND(L)% by region



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