



Choose country from the dropdown list to customise view

Country GREECE

16.7bn



cigarettes consumed

-0.1bn on 2017

3.9bn



C&C cigarettes consumed

0.9bn on 2017

23.6%



of total consumption was C&C

5.6%pts on 2017

€690m



total tax revenue lost from C&C

185m on 2017

C&C grew by 30% in Greece, almost 1 billion cigarettes more than in 2017 and the highest percentage in the study.

Overall consumption remained stable with consumers appearing to switch from the legal to the illicit market.

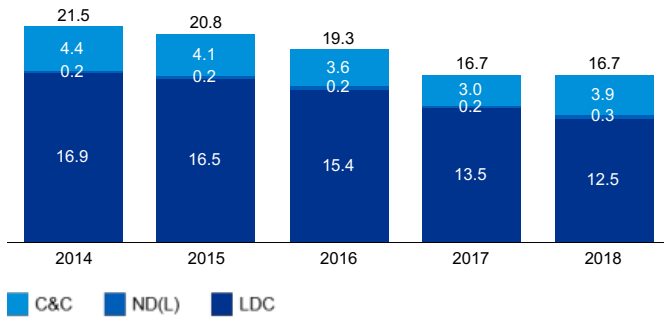
Over 90% of C&C was either illicit whites or counterfeit.

Counterfeit grew to 1.5 billion cigarettes, the highest in this study, amidst evidence from seizures and factory raids that a high proportion of counterfeit manufacturing may have taken place in Greece.

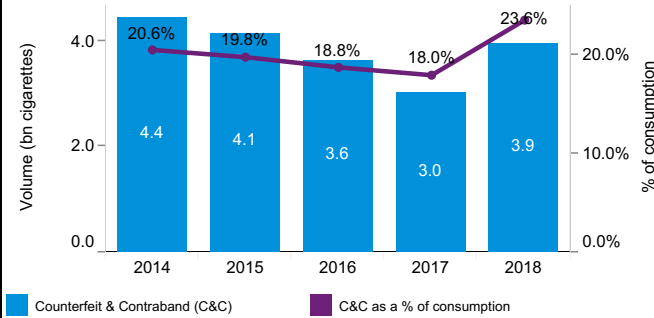
The majority of inflows and C&C into Greece are from non country-specific flows, such as Counterfeit and Illicit Whites.

The Attica region experienced the highest overall level of C&C consumption.

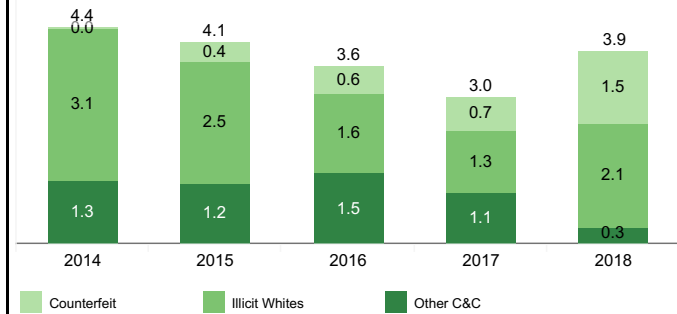
Total consumption, 2014-18 (bn cigarettes)



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

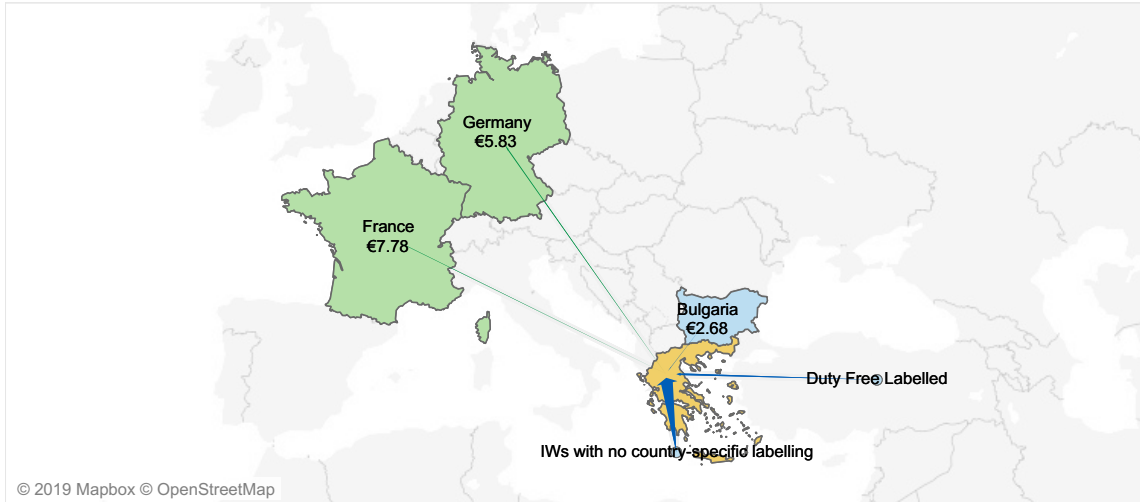


Choose country and flow type from the dropdown list to customise view

Country GREECE

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

Weighted average price in GREECE: €4.10 (-0.11% 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
- Destination
- Source

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)	17.27	16.79	15.77	13.82	12.80
Outflows	-0.33	-0.34	-0.38	-0.34	-0.34
Legal Domestic Consumption (LDC)	16.93	16.45	15.39	13.48	12.46
Non-Domestic Legal (ND(L))	0.18	0.24	0.25	0.24	0.27
Counterfeit & Contraband (C&C)	4.43	4.13	3.62	3.01	3.93
Total Non-Domestic	4.61	4.36	3.87	3.25	4.20
Total Consumption	21.54	20.81	19.26	16.74	16.66

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	2.65	2.38	1.54	1.27	2.10
Counterfeit	0.03	0.41	0.56	0.67	1.48
Duty Free Labelled	0.59	0.42	0.37	0.49	0.24
The Republic Of North Macedonia	0.05	0.07	0.17	0.32	0.11
Bulgaria	0.04	0.04	0.10	0.07	0.05
Other	1.25	1.05	1.13	0.44	0.22
Total Inflows	4.61	4.36	3.87	3.25	4.20

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

	2014	2015	2016	2017	2018
Germany	-0.11	-0.12	-0.11	-0.12	-0.13
France	-0.02	-0.03	-0.09	-0.04	-0.06
Italy	-0.03	-0.02	-0.01	-0.01	-0.05
Bulgaria	0.00	0.00	-0.01	-0.01	-0.03
UK	-0.08	-0.05	-0.08	-0.08	-0.02
Other	-0.10	-0.12	-0.09	-0.08	-0.06
Total Outflows	-0.33	-0.34	-0.38	-0.34	-0.34



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



GREECE

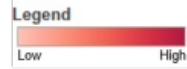
Hover here to view any country-specific adjustments

Select country and type to customise view

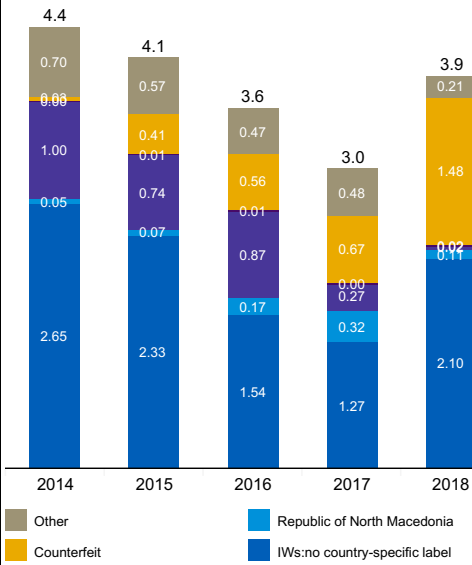
Country
GREECE

Type
C&C

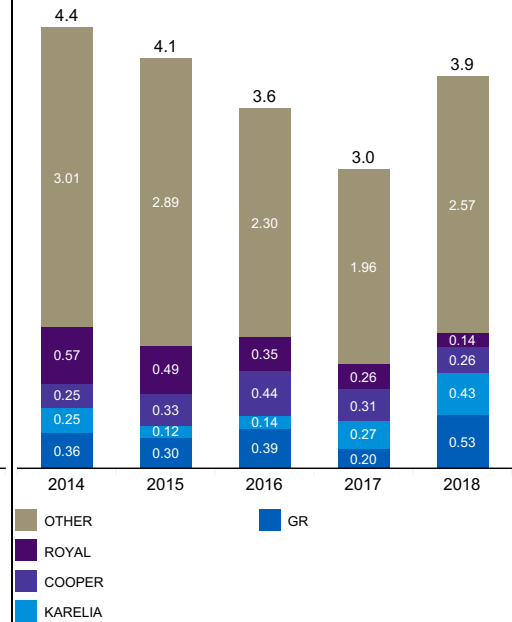
C&C% by region



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



Select country and type to customise view

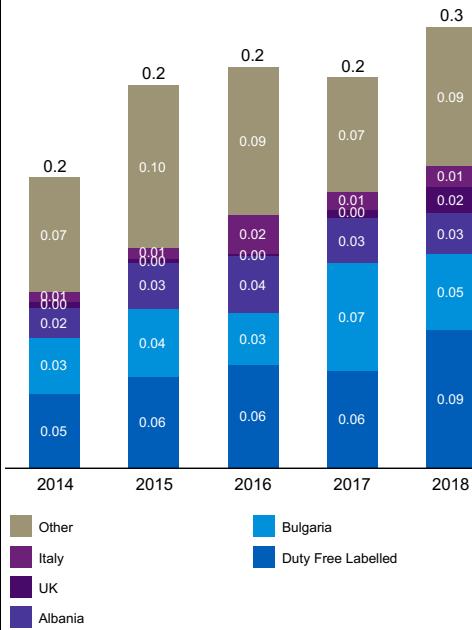
Country
GREECE

Type
ND(L)

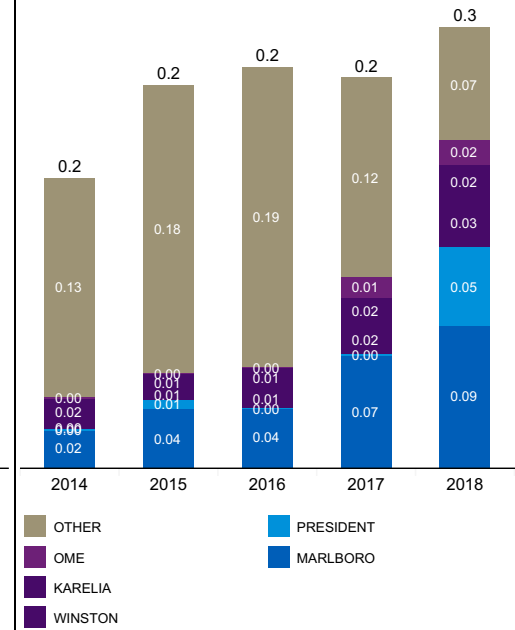
ND(L)% by region



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