

Choose country from the dropdown list to customise view

Country HUNGARY

<b>8.2bn</b> cigarettes consumed  0.6bn on 2017	<b>0.5bn</b> C&C cigarettes consumed  0.1bn on 2017	<b>6.5%</b> of total consumption was C&C  1.1%pts on 2017	<b>€71m</b> (FT23,037m) total tax revenue lost from C&C  17m on 2017
---	--	---	--

C&amp;C increased to 6.5% of total consumption in 2018.

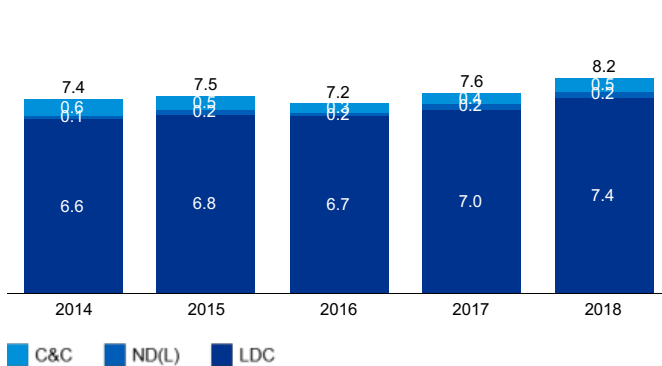
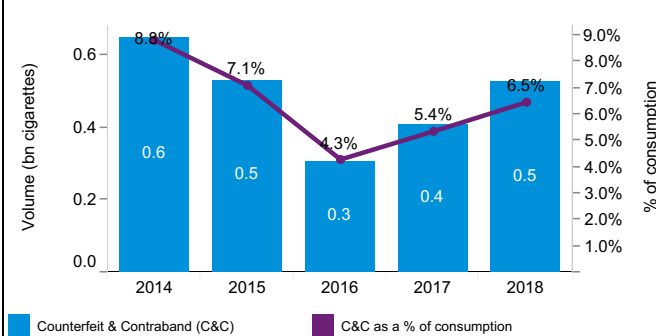
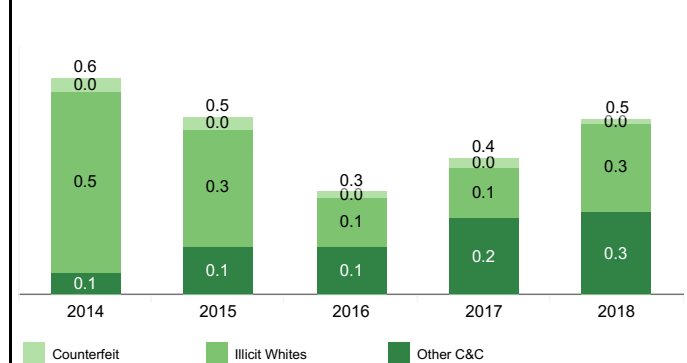
Total consumption has also increased in 2018, continuing a trend seen since 2016 and mirroring the trend in C&C. This is believed to be driven by positive macroeconomic drivers causing consumers to switch from other tobacco products to manufactured cigarettes, as illustrated by the growth in legal domestic consumption.

Illicit Whites with no country specific labelling was the largest source of illicit cigarettes, representing almost 40% of inflows.

Ukraine was the second largest inflow source, with volumes increasing consistently since 2014. Given the 40 cigarettes limit for travellers crossing the border from Ukraine to Hungary, this flow is considered predominately C&C.

The regions closest to Ukraine saw higher levels of C&C at 9% compared to the regional average of 6.5%.

30% of C&C came from the brand 'Compliment', which has no country specific labelling.

**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) Hungarian LDS total was taken from the National Tax and Customs Administration of Hungary  
 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 HUNGARY

**Key Inflows and Outflows from HUNGARY, 2018 (bn cigarettes)**

Weighted average price in HUNGARY: €3.59 (FT1,161.75) (3.85% 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)	7.47	7.34	7.44	7.59	7.99
Outflows	-0.87	-0.56	-0.73	-0.62	-0.59
Legal Domestic Consumption (LDC)	6.60	6.78	6.71	6.97	7.40
Non-Domestic Legal (ND(L))	0.11	0.17	0.15	0.22	0.23
Counterfeit & Contraband (C&C)	0.65	0.53	0.31	0.41	0.53
Total Non-Domestic	0.76	0.70	0.46	0.63	0.76
<b>Total Consumption</b>	<b>7.36</b>	<b>7.49</b>	<b>7.17</b>	<b>7.60</b>	<b>8.15</b>

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	0.23	0.22	0.12	0.13	0.29
Ukraine	0.04	0.09	0.15	0.25	0.20
Duty Free Labelled	0.03	0.03	0.02	0.03	0.03
Austria	0.02	0.02	0.01	0.02	0.02
Germany	0.01	0.01	0.02	0.01	0.02
Other	0.43	0.33	0.15	0.19	0.19
<b>Total Inflows</b>	<b>0.76</b>	<b>0.70</b>	<b>0.46</b>	<b>0.63</b>	<b>0.76</b>

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

	2014	2015	2016	2017	2018
Austria	-0.56	-0.25	-0.40	-0.31	-0.24
Germany	-0.11	-0.12	-0.09	-0.09	-0.11
UK	-0.08	-0.08	-0.15	-0.10	-0.04
France	-0.02	-0.01	-0.01	-0.01	-0.03
Netherlands	-0.02	-0.02	-0.02	-0.02	-0.03
Other	-0.08	-0.09	-0.07	-0.10	-0.13
<b>Total Outflows</b>	<b>-0.87</b>	<b>-0.56</b>	<b>-0.73</b>	<b>-0.62</b>	<b>-0.59</b>



Notes: (1) Hungarian LDS total was taken from the National Tax and Customs Administration of Hungary  
 Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



# HUNGARY

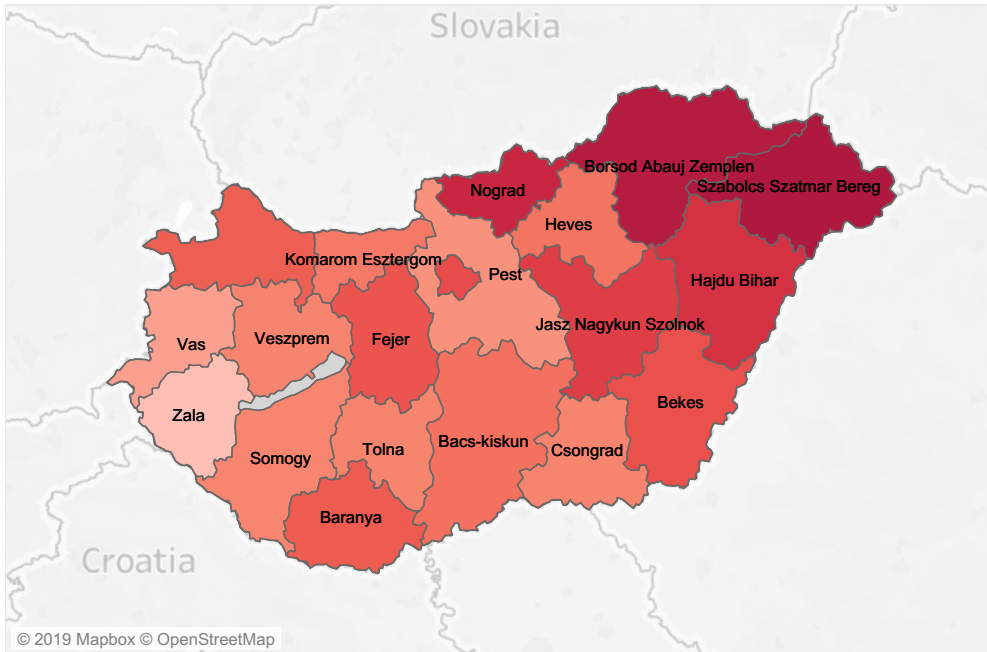
Hover here to view any country-specific adjustments

Select country and type to customise view

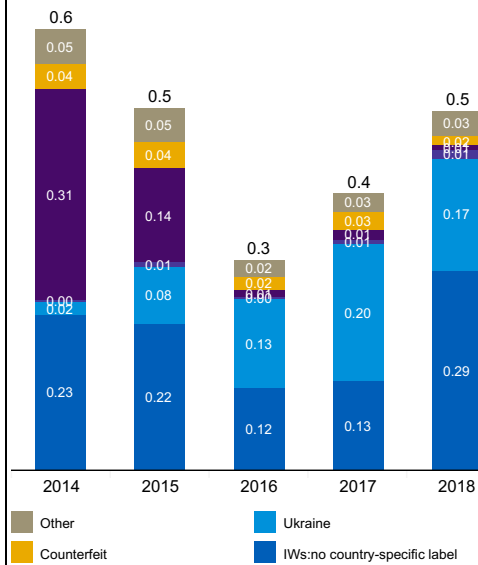
Country  
HUNGARY

Type  
C&C

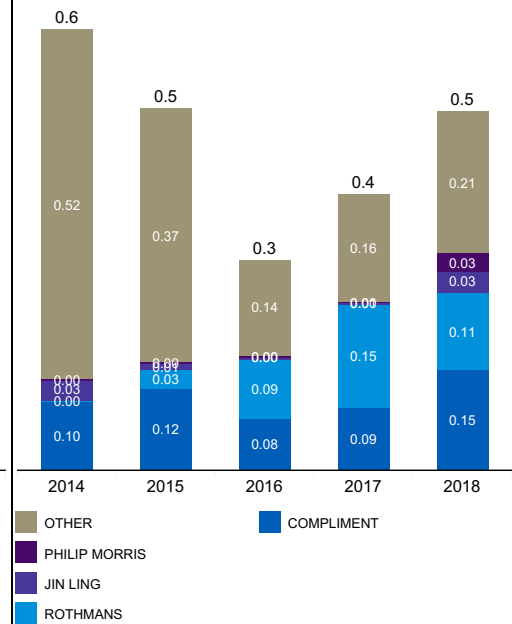
### C&C% by region



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



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



Notes: (1) Hungarian LDS total was taken from the National Tax and Customs Administration of Hungary  
Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics



# HUNGARY

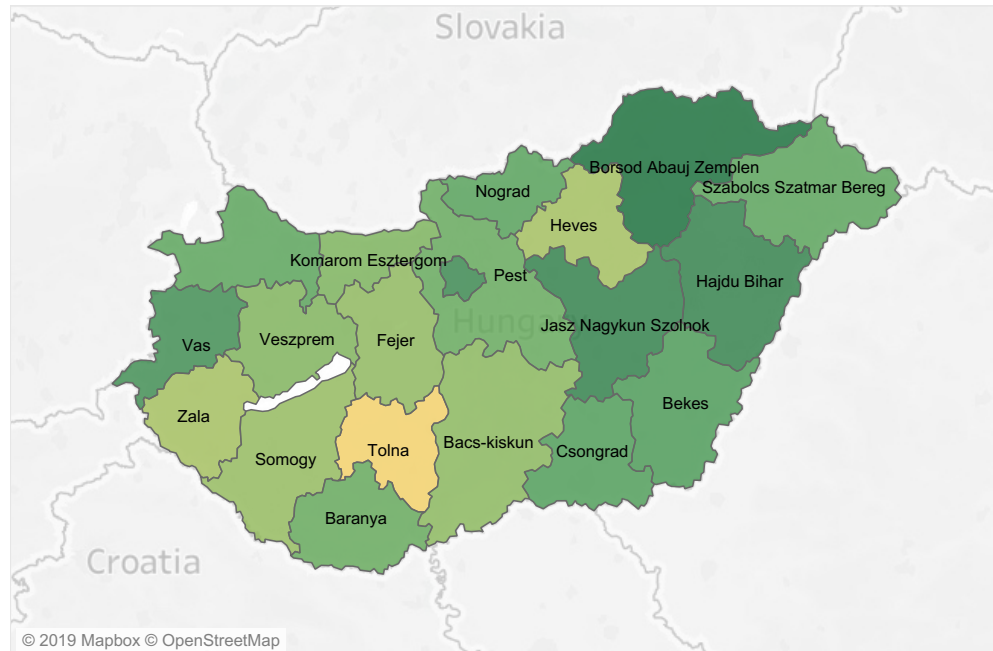
Hover here to view any country-specific adjustments

Select country and type to customise view

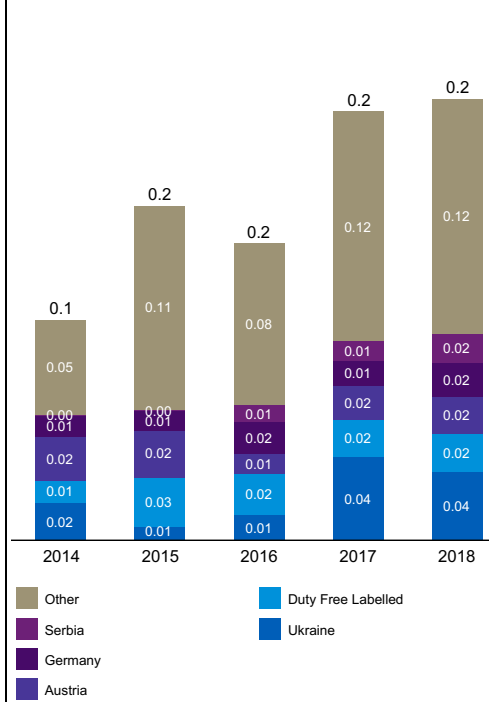
Country  
HUNGARY

Type  
ND(L)

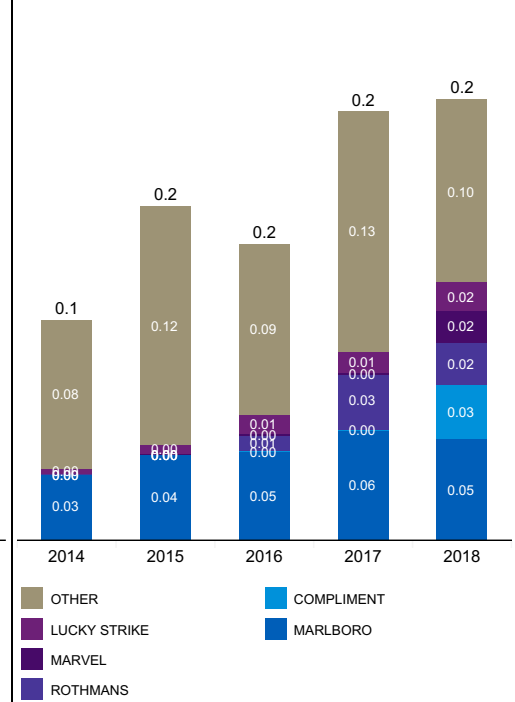
## ND(L)% by region



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



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



Notes: (1) Hungarian LDS total was taken from the National Tax and Customs Administration of Hungary  
Sources: KPMG EU flows model 2014-2018; travel data taken from World Travel Organisation statistics