



Choose country from the dropdown list to customise view

Country IRELAND

3.7bn cigarettes consumed -0.3bn on 2017	0.8bn C&C cigarettes consumed 0.0bn on 2017	20.6% of total consumption was C&C 0.7%pts on 2017	€342m total tax revenue lost from C&C -17m on 2017
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C&C levels increased marginally to 20.6% of total consumption, the second highest share in this study.

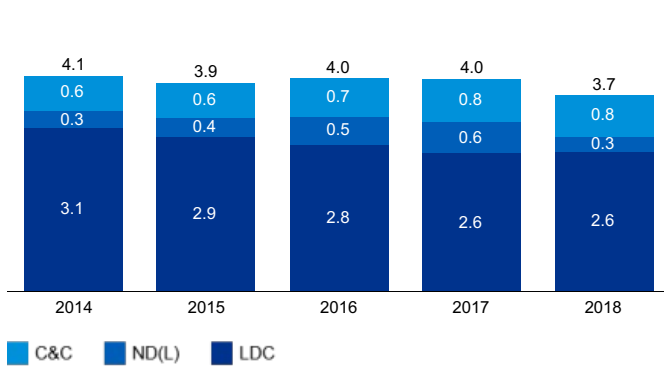
The main counterfeited brand was Excellence, whilst Romania and Poland were the largest sources of Irish C&C.

The highest level of C&C was identified in the Sligo region.

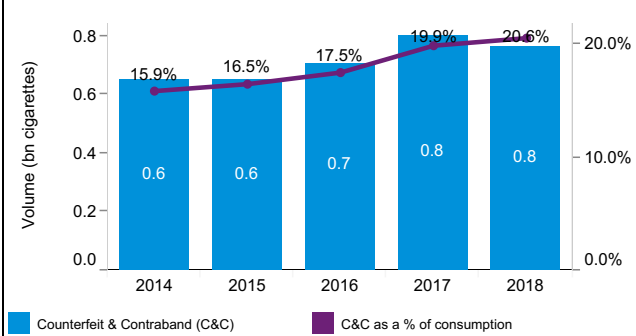
The decline in non-domestic legal inflows led to a reduction in total consumption.

2018 saw a marked increase in Counterfeit volumes.

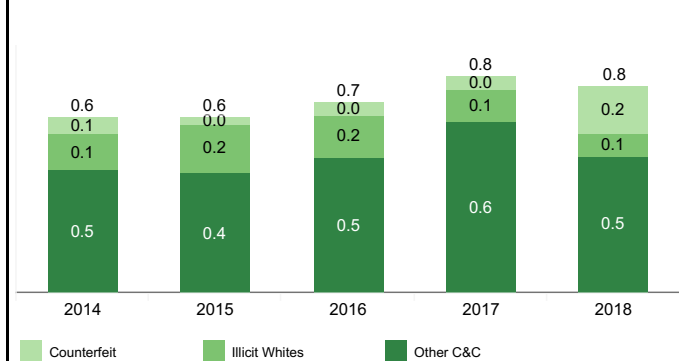
Total consumption, 2014-18 (bn cigarettes)



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 IRELAND

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

Weighted average price in IRELAND: €10.07 (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
■ 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)	3.18	3.05	2.90	2.73	2.75
Outflows	-0.07	-0.12	-0.09	-0.10	-0.11
Legal Domestic Consumption (LDC)	3.11	2.93	2.81	2.63	2.64
Non-Domestic Legal (ND(L))	0.33	0.35	0.51	0.60	0.30
Counterfeit & Contraband (C&C)	0.65	0.65	0.71	0.80	0.76
Total Non-Domestic	0.97	1.00	1.22	1.40	1.07
Total Consumption	4.08	3.93	4.03	4.02	3.71

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

	2014	2015	2016	2017	2018
Counterfeit	0.06	0.03	0.05	0.05	0.17
Romania	0.06	0.08	0.08	0.10	0.17
Duty Free Labelled	0.13	0.16	0.15	0.20	0.14
Poland	0.11	0.12	0.11	0.10	0.10
UK	0.08	0.08	0.12	0.12	0.06
Other	0.54	0.54	0.71	0.83	0.42
Total Inflows	0.97	1.00	1.22	1.40	1.07

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

	2014	2015	2016	2017	2018
UK	-0.05	-0.10	-0.06	-0.06	-0.07
Netherlands	-0.01	-0.01	-0.02	-0.02	-0.02
Denmark	0.00	0.00	0.00	0.00	0.00
Switzerland	0.00	0.00	0.00	0.00	0.00
Spain	0.00	0.00	0.00	0.00	0.00
Other	-0.01	0.00	-0.01	-0.02	-0.01
Total Outflows	-0.07	-0.12	-0.09	-0.10	-0.11



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

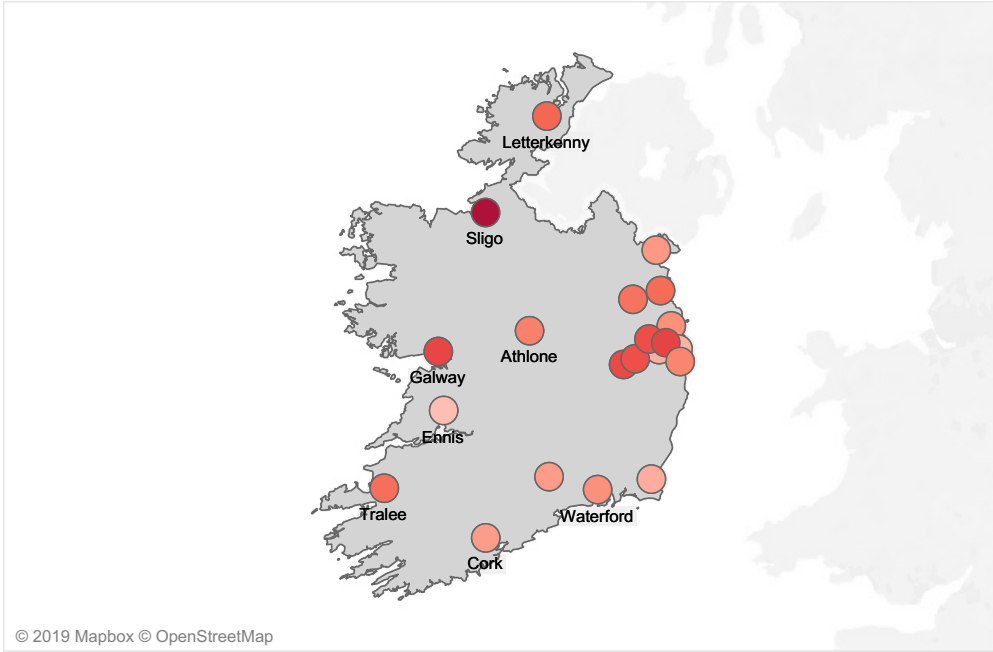
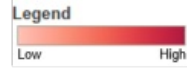


Select country and type to customise view

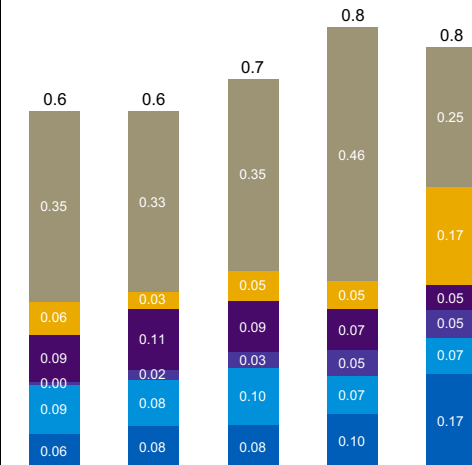
Country
IRELAND

Type
C&C

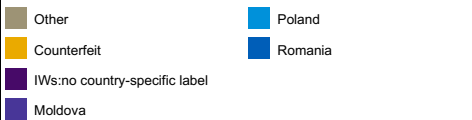
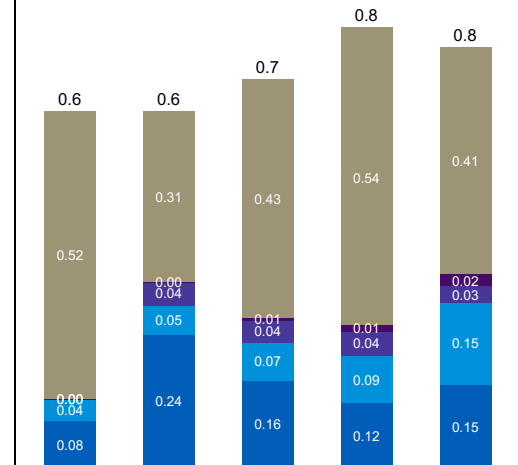
C&C% by region



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



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



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

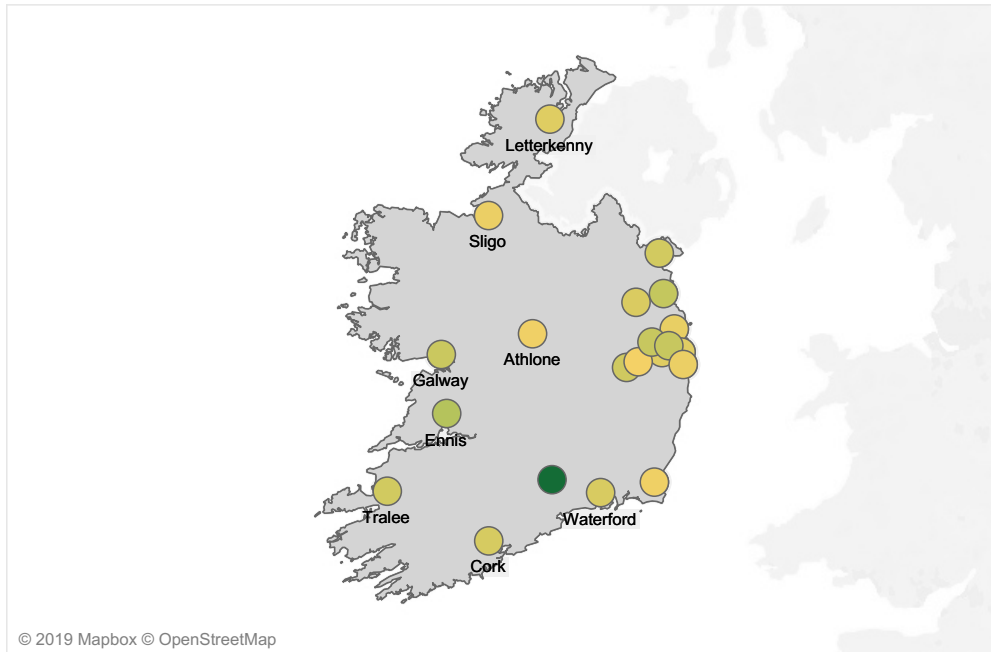


Select country and type to customise view

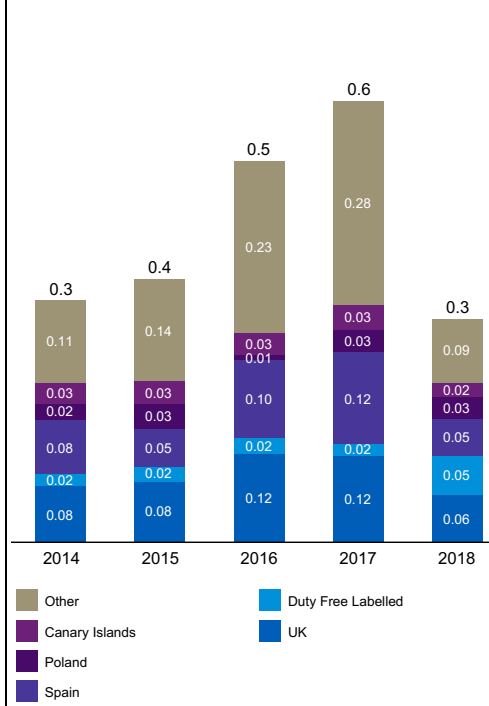
Country
IRELAND

Type
ND(L)

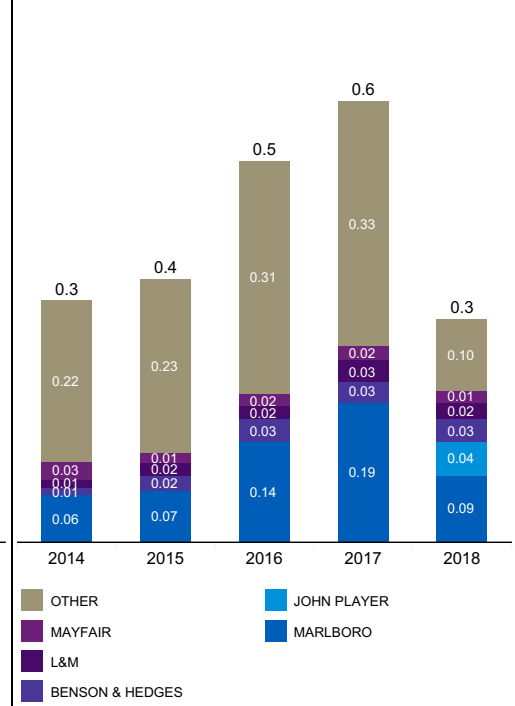
ND(L)% by region



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