



Choose country from the dropdown list to customise view

Country MALTA

<p>0.6bn</p> <p>cigarettes consumed</p> <p> 0.0bn on 2017</p>	<p>0.1bn</p> <p>C&C cigarettes consumed</p> <p> 0.0bn on 2017</p>	<p>9.7%</p> <p>of total consumption was C&C</p> <p> -3.8%pts on 2017</p>	<p>€12m</p> <p>total tax revenue lost from C&C</p> <p> -4m on 2017</p>
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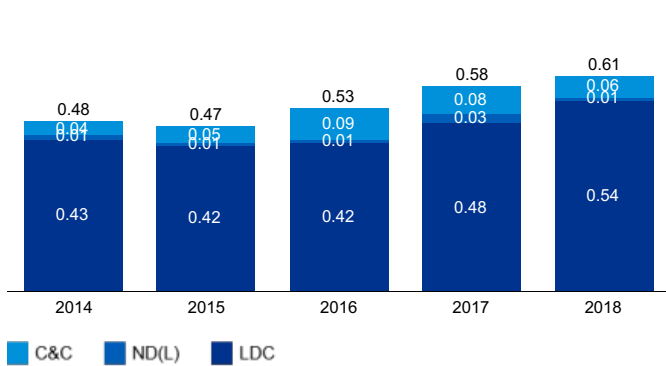
C&C dropped below 10% of total consumption for the first time since 2014. This decline may be attributed to law enforcement's continued focus on illicit trade and larger minimum fines imposed for excise evasion.

Illicit Whites with no country specific labelling continue to be the largest inflow and the main source of C&C.

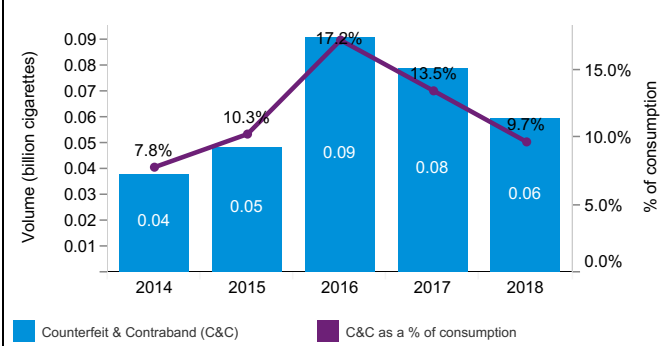
Illicit Whites brands such as Business Royals and Tradition, comprise the majority of Maltese C&C.

Total consumption continued to rise in 2018, which may be supported by consumers switching to manufactured cigarettes from other tobacco products and increased tourism flows.

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

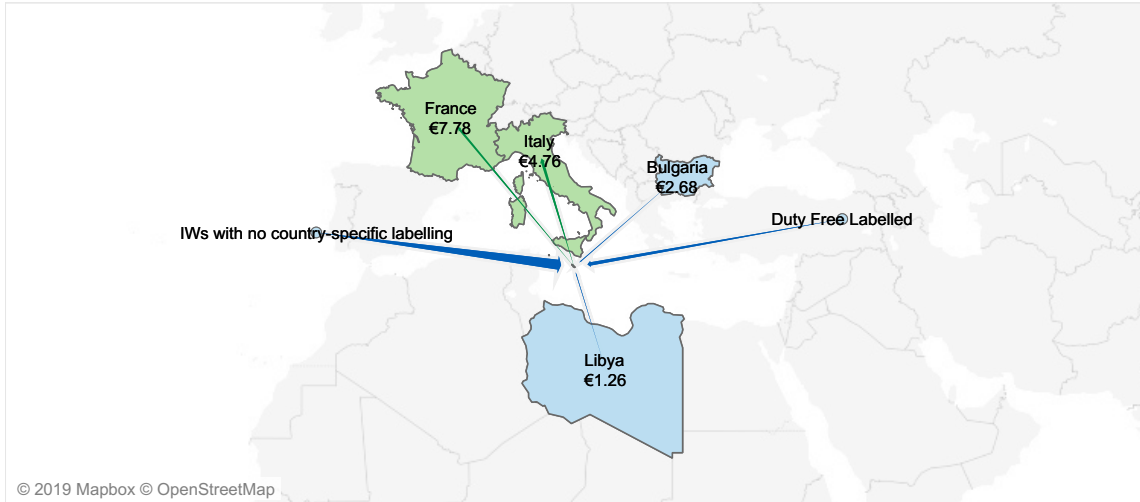


Choose country and flow type from the dropdown list to customise view

Country MALTA

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

Weighted average price in MALTA: €5.25 (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)	0.474	0.468	0.457	0.512	0.591
Outflows	-0.039	-0.053	-0.033	-0.033	-0.046
Legal Domestic Consumption (LDC)	0.435	0.415	0.424	0.479	0.545
Non-Domestic Legal (ND(L))	0.011	0.007	0.010	0.026	0.010
Counterfeit & Contraband (C&C)	0.038	0.048	0.091	0.079	0.060
Total Non-Domestic	0.048	0.056	0.101	0.104	0.070
Total Consumption	0.483	0.471	0.525	0.583	0.614

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	0.000	0.028	0.062	0.048	0.038
Duty Free Labelled	0.019	0.010	0.024	0.021	0.013
Italy	0.003	0.002	0.004	0.008	0.003
Bulgaria	0.000	0.001	0.002	0.001	0.003
Libya	0.000	0.000	0.000	0.001	0.003
Other	0.026	0.015	0.008	0.025	0.010
Total Inflows	0.048	0.056	0.101	0.104	0.070

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

	2014	2015	2016	2017	2018
Italy	-0.004	-0.002	0.000	0.000	-0.014
France	-0.003	-0.008	-0.008	-0.006	-0.009
UK	-0.023	-0.020	-0.009	-0.014	-0.008
Belgium	-0.002	-0.002	0.000	-0.003	-0.004
Sweden	0.000	0.000	-0.001	-0.001	-0.004
Other	-0.006	-0.022	-0.015	-0.009	-0.007
Total Outflows	-0.039	-0.053	-0.033	-0.033	-0.046



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

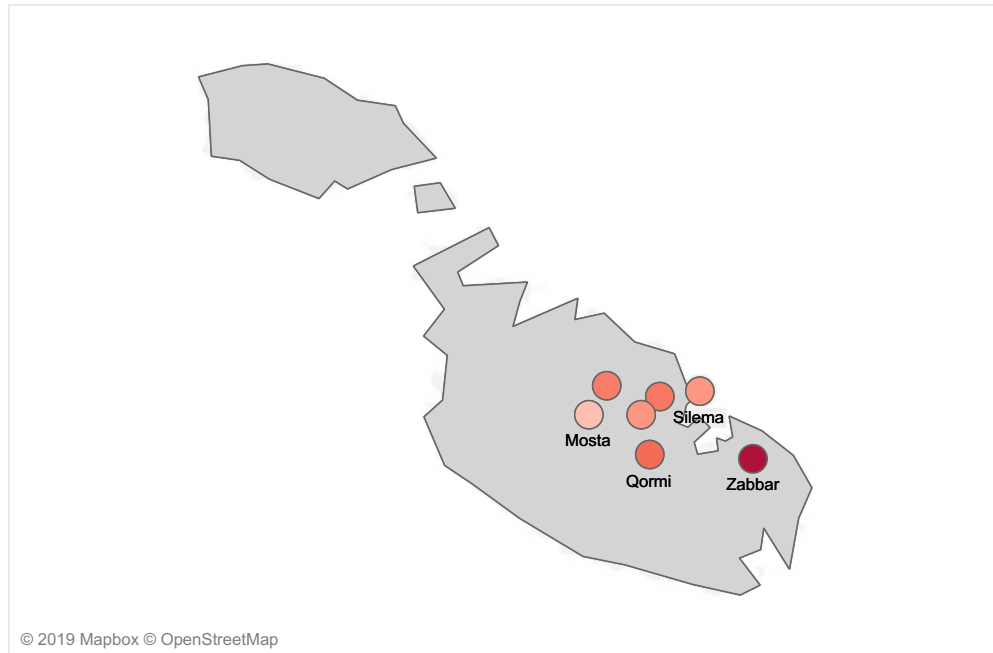
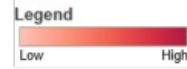


Select country and type to customise view

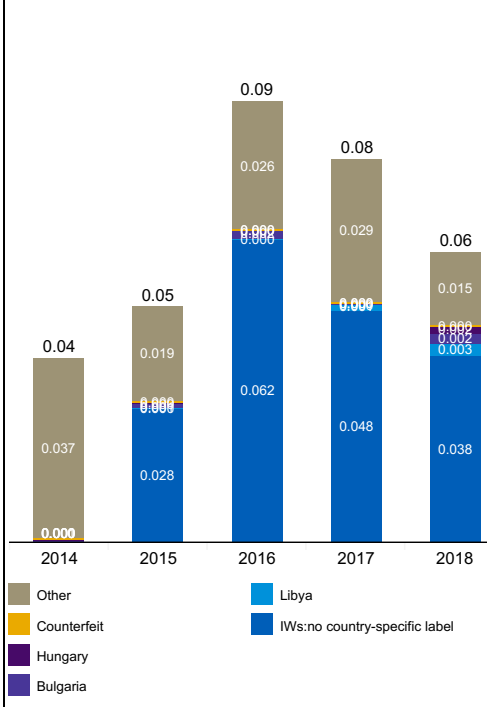
Country
MALTA

Type
C&C

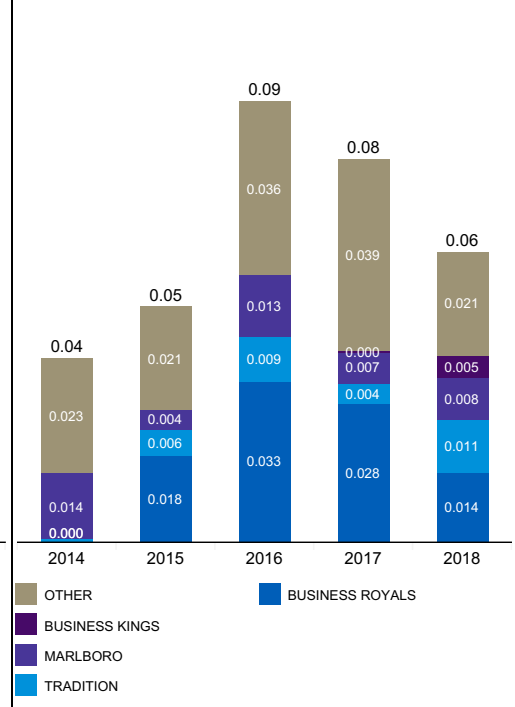
C&C% by region



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

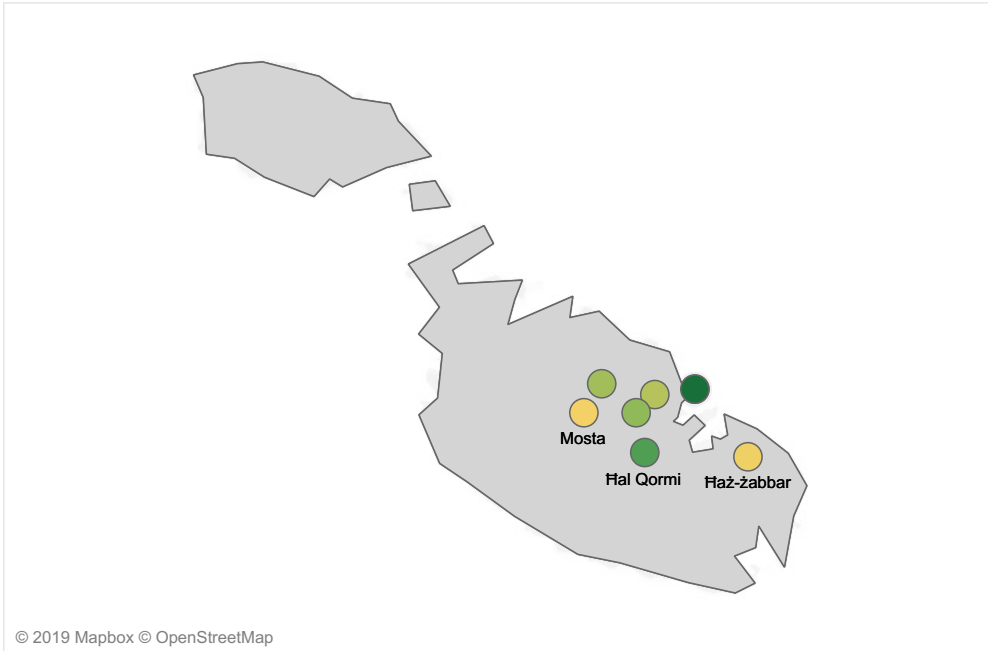


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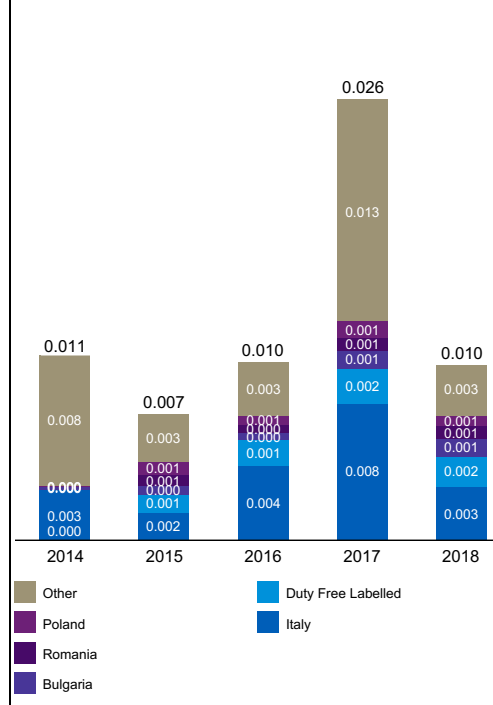
Country
MALTA

Type
ND(L)

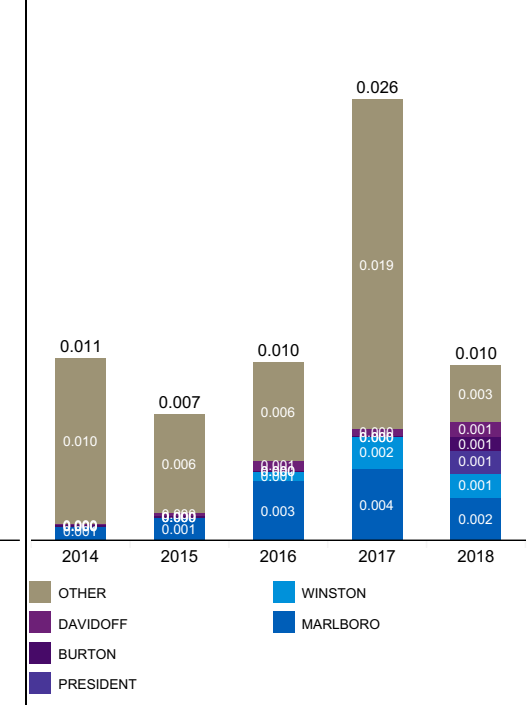
ND(L)% by region



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