



Choose country from the dropdown list to customise view

Country NETHERLANDS

11.9bn



cigarettes consumed

-0.3bn on 2017

0.6bn



C&C cigarettes consumed

-0.3bn on 2017

5.4%



of total consumption was C&C

-2.4%pts on 2017

€155m



total tax revenue lost from C&C

-68m on 2017

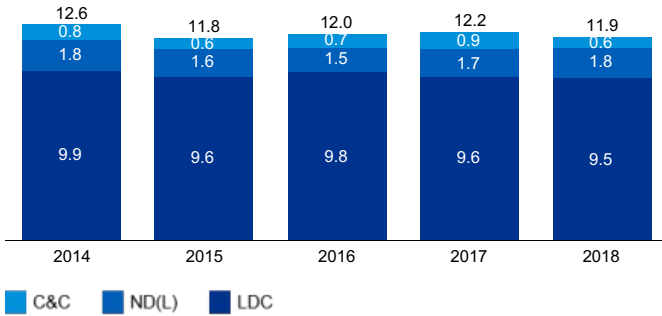
C&C decreased to 5.4% of total consumption in 2018, its lowest level since 2015.

Inflows to the Netherlands are largely from neighbouring markets such as Germany, Belgium and the UK.

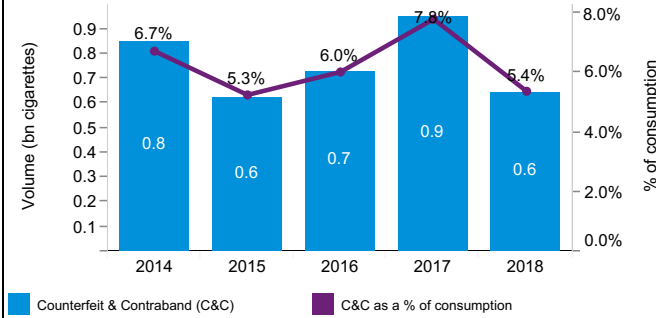
The highest proportion of C&C was found in port cities in the West of the country.

Total consumption also declined, with increases in ND(L) from lower-priced surrounding countries.

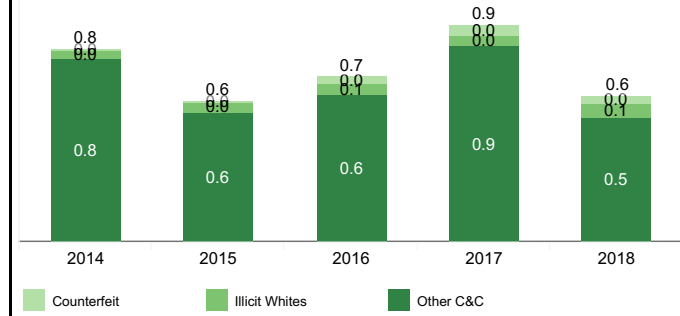
Total consumption, 2014-18 (bn cigarettes)



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

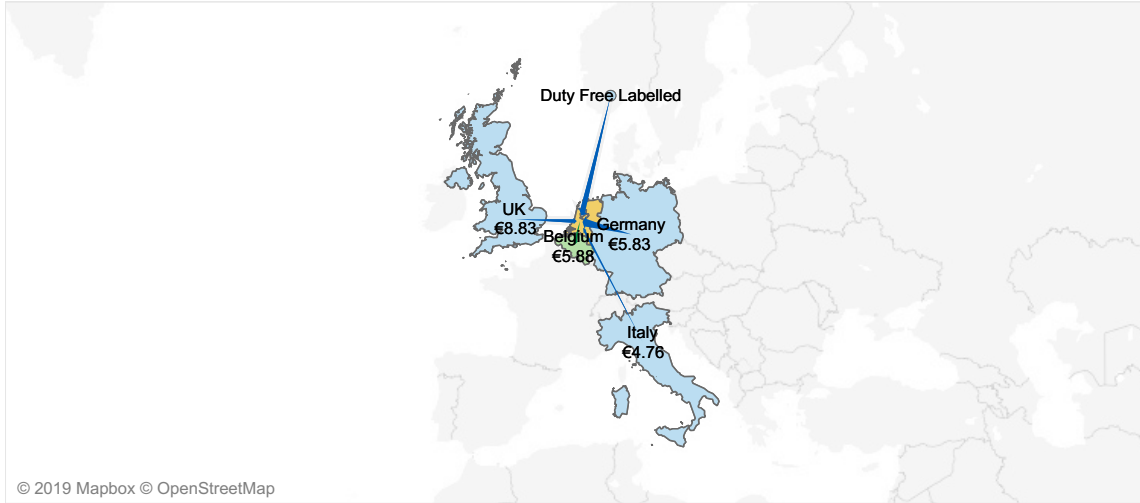


Choose country and flow type from the dropdown list to customise view

Country NETHERLANDS

## Key Inflows and Outflows from NETHERLANDS, 2018 (bn cigarettes)

Weighted average price in NETHERLANDS: €6.19 (0.51% 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)	10.24	9.97	10.14	9.89	9.92
Outflows	-0.32	-0.38	-0.30	-0.33	-0.45
Legal Domestic Consumption (LDC)	9.92	9.59	9.84	9.56	9.48
Non-Domestic Legal (ND(L))	1.81	1.60	1.45	1.66	1.78
Counterfeit & Contraband (C&C)	0.85	0.62	0.72	0.95	0.64
Total Non-Domestic	2.66	2.22	2.17	2.61	2.42
<b>Total Consumption</b>	<b>12.58</b>	<b>11.81</b>	<b>12.01</b>	<b>12.16</b>	<b>11.89</b>

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

	2014	2015	2016	2017	2018
Duty Free Labelled	0.52	0.43	0.43	0.48	0.37
Germany	0.36	0.27	0.20	0.26	0.35
Belgium	0.28	0.29	0.37	0.15	0.18
UK	0.16	0.16	0.11	0.13	0.16
Italy	0.13	0.13	0.07	0.17	0.14
Other	1.21	0.95	1.01	1.42	1.22
<b>Total Inflows</b>	<b>2.66</b>	<b>2.22</b>	<b>2.17</b>	<b>2.61</b>	<b>2.42</b>

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

	2014	2015	2016	2017	2018
Belgium	-0.08	-0.10	-0.06	-0.04	-0.20
Germany	-0.11	-0.08	-0.10	-0.08	-0.08
France	-0.05	-0.08	-0.04	-0.05	-0.05
UK	-0.02	-0.05	-0.05	-0.04	-0.03
Italy	-0.01	-0.01	0.00	0.00	-0.02
Other	-0.05	-0.06	-0.06	-0.13	-0.07
<b>Total Outflows</b>	<b>-0.32</b>	<b>-0.38</b>	<b>-0.30</b>	<b>-0.33</b>	<b>-0.45</b>



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



# NETHERLANDS

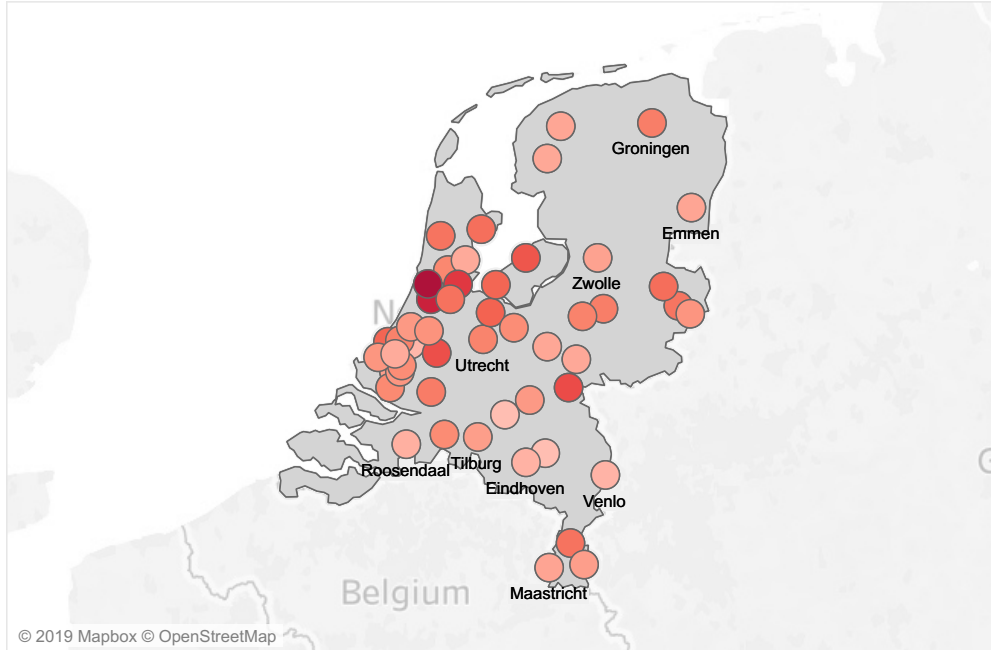
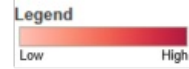
Hover here to view any country-specific adjustments

Select country and type to customise view

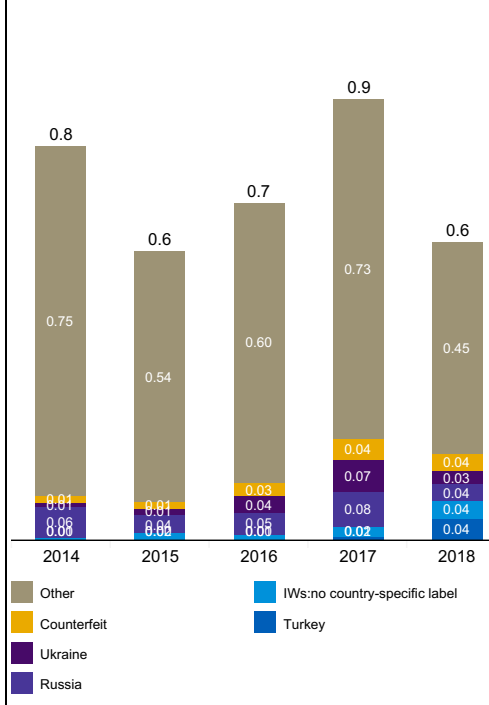
Country  
NETHERLANDS

Type  
C&C

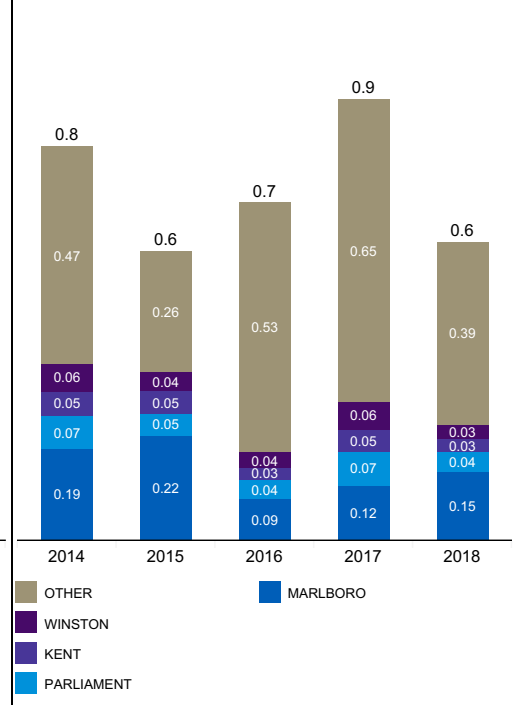
### C&C% by region



### 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



# NETHERLANDS

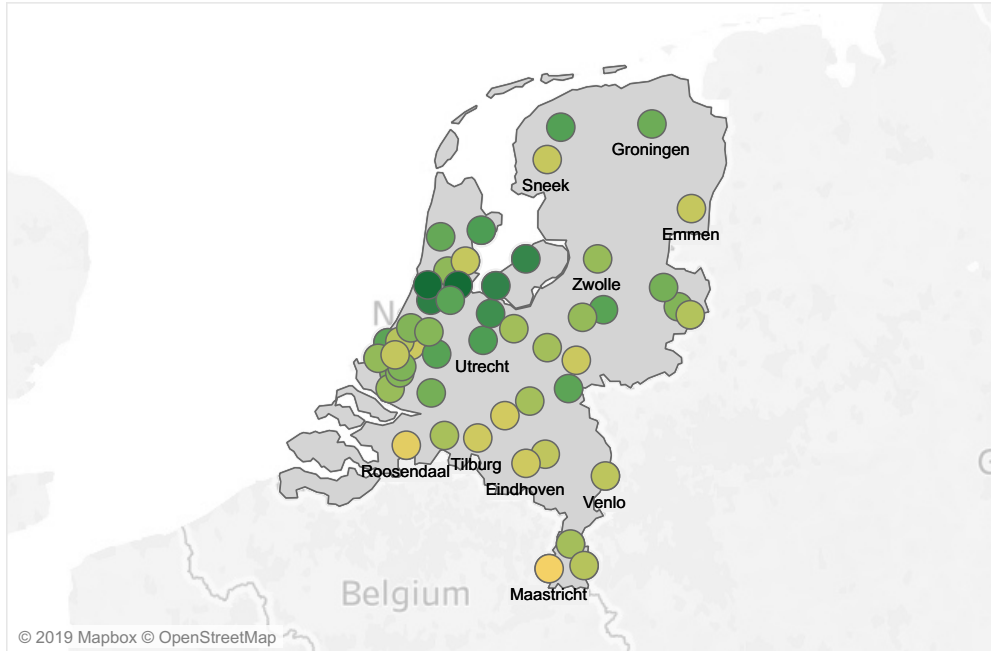
Hover here to view any country-specific adjustments

Select country and type to customise view

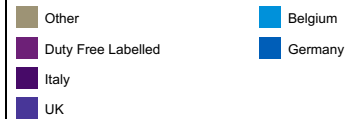
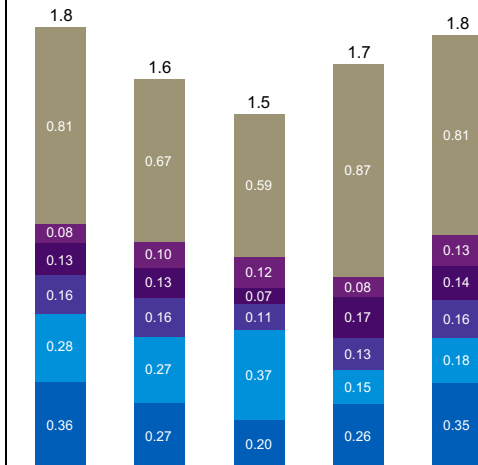
Country  
NETHERLANDS

Type  
ND(L)

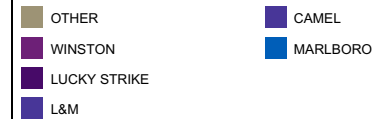
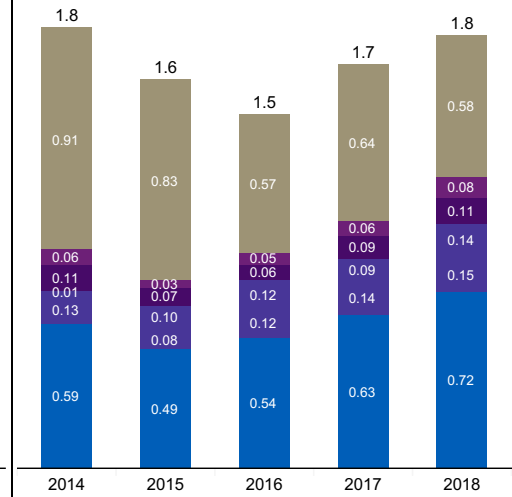
## ND(L)% by region



## 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