



PORTUGAL

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Country PORTUGAL

9.8bn cigarettes consumed -0.4bn on 2017	0.4bn C&C cigarettes consumed 0.2bn on 2017	3.7% of total consumption was C&C 1.7%pts on 2017	€62m total tax revenue lost from C&C 28m on 2017
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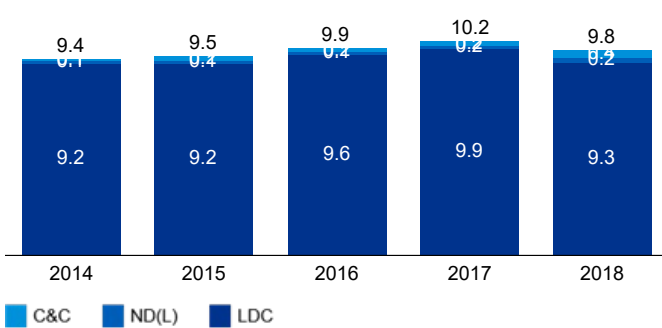
C&C rose to 4% of total consumption in 2018, but remained one of the lowest in the study.

The majority of C&C originated from Illicit Whites with no country-specific labelling and flows from Andorra.

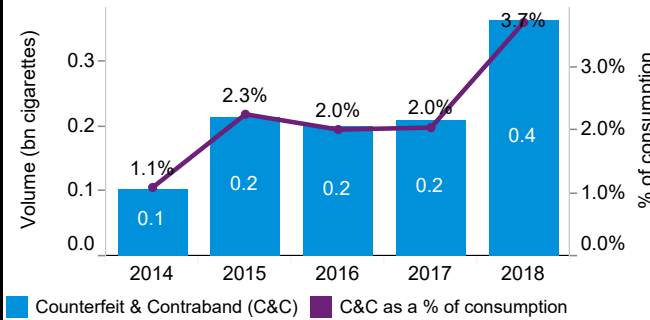
The highest percentage of C&C was identified in the North of the country.

Total consumption declined in 2018, reversing an increasing trend since 2014.

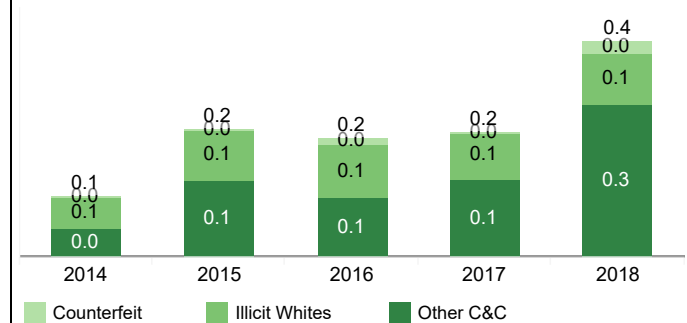
Total consumption, 2014-18 (bn cigarettes)



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



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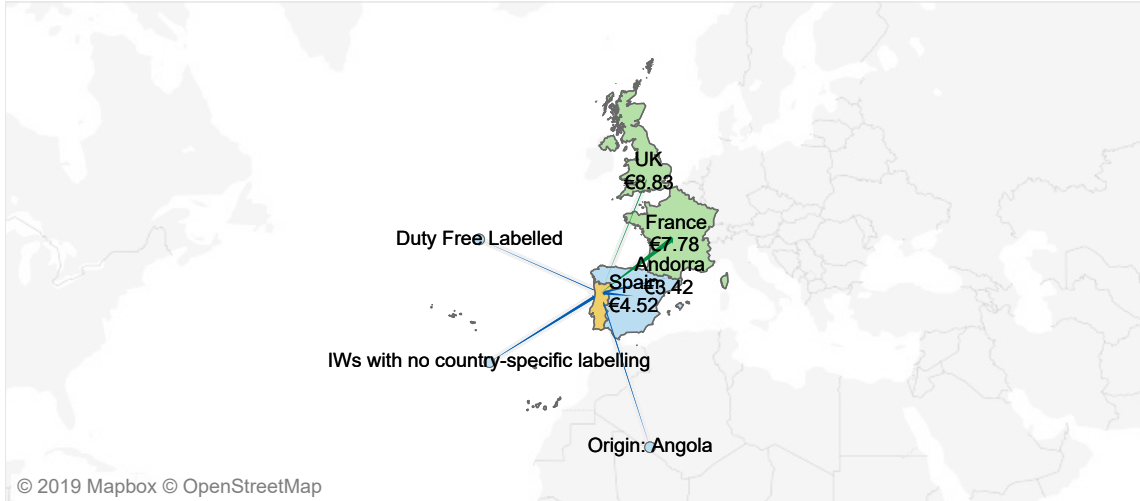
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Country PORTUGAL

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

Weighted average price in PORTUGAL: €4.47 (1.59% 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)	9.56	9.77	10.06	10.23	9.68
Outflows	-0.41	-0.60	-0.49	-0.37	-0.42
Legal Domestic Consumption (LDC)	9.15	9.18	9.57	9.86	9.26
Non-Domestic Legal (ND(L))	0.13	0.13	0.14	0.18	0.19
Counterfeit & Contraband (C&C)	0.10	0.21	0.20	0.21	0.36
Total Non-Domestic	0.23	0.34	0.34	0.39	0.56
Total Consumption	9.38	9.52	9.91	10.25	9.81

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	0.04	0.07	0.05	0.11	0.14
Spain	0.04	0.03	0.06	0.08	0.14
Andorra	0.00	0.01	0.00	0.01	0.08
Angola	0.00	0.07	0.04	0.02	0.07
Duty Free Labelled	0.04	0.05	0.05	0.05	0.03
Other	0.11	0.11	0.14	0.11	0.10
Total Inflows	0.23	0.34	0.34	0.39	0.56

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

	2014	2015	2016	2017	2018
France	-0.21	-0.34	-0.28	-0.13	-0.24
UK	-0.06	-0.07	-0.07	-0.08	-0.04
Belgium	-0.01	-0.02	-0.01	-0.01	-0.03
Netherlands	-0.04	-0.03	-0.02	-0.02	-0.02
Germany	-0.02	-0.04	-0.02	-0.02	-0.02
Other	-0.06	-0.10	-0.09	-0.11	-0.06
Total Outflows	-0.41	-0.60	-0.49	-0.37	-0.42



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



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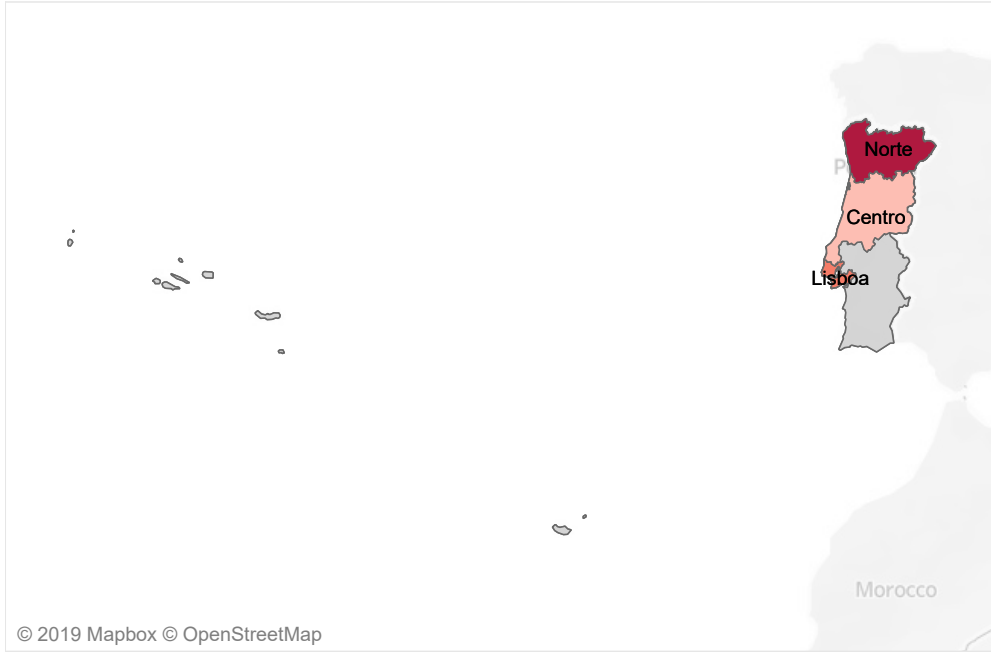
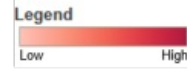
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Select country and type to customise view

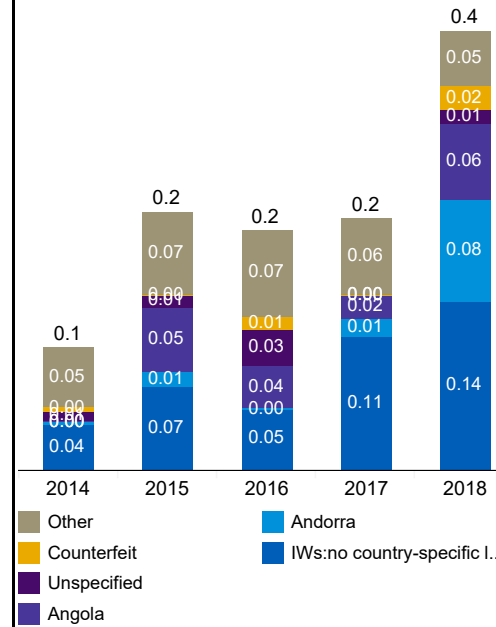
Country
PORTUGAL

Type
C&C

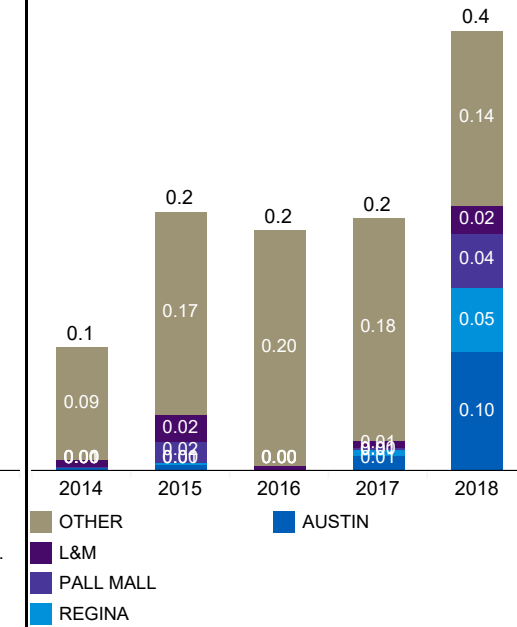
C&C% by region



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



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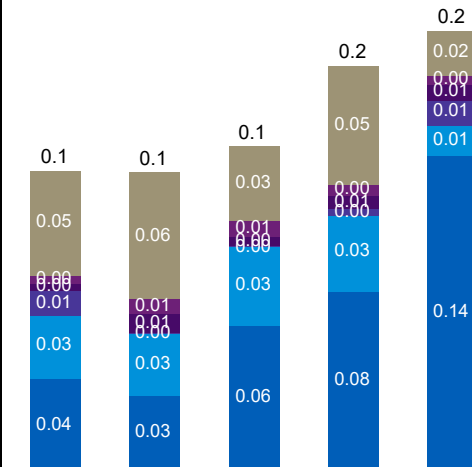
Country
PORTUGAL

Type
ND(L)

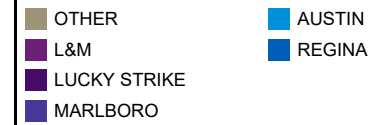
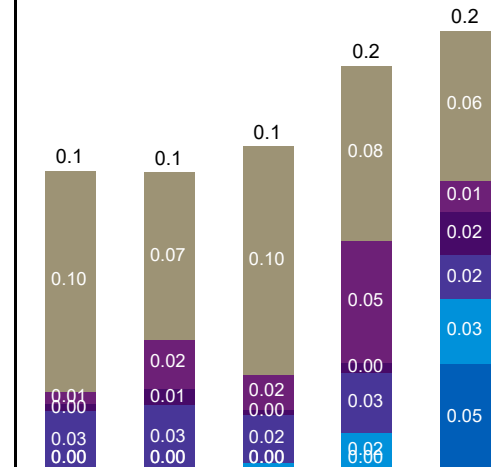
ND(L)% by region



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



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



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