

Choose country from the dropdown list to customise view

Country ROMANIA

25.9bn <small>cigarettes consumed</small>  <small>-1.0bn on 2017</small>	3.9bn <small>C&C cigarettes consumed</small>  <small>-0.2bn on 2017</small>	15.1% <small>of total consumption was C&C</small>  <small>-0.3%pts on 2017</small>	€490m (LEI2,280m) <small>total tax revenue lost from C&C</small>  <small>-18m on 2017</small>
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C&C remained stable at 15% of total consumption in 2018.

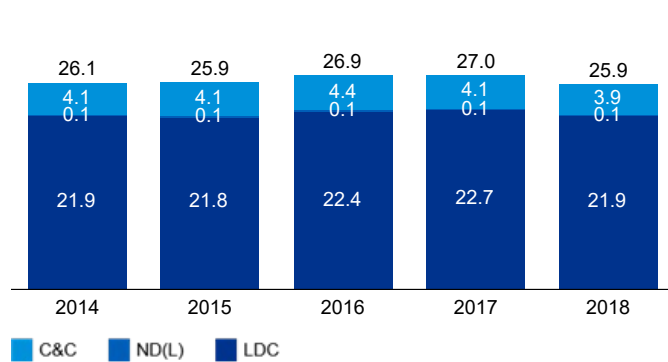
Illicit Whites remained the primary source of C&C in 2018.

The highest concentrations of C&C are found in Northern regions bordering Moldova and Ukraine.

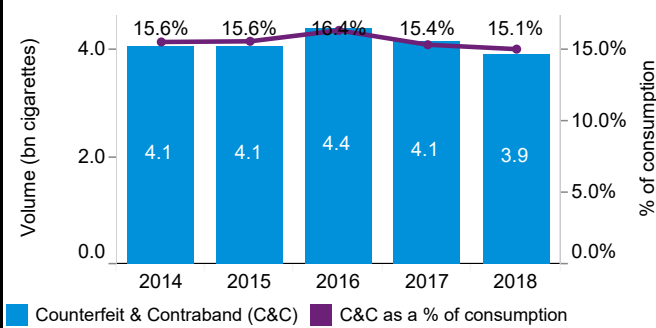
Total consumption declined for the first time since 2015, as both domestic and non-domestic consumption decreased.

Other major flows came from neighbouring Moldova and Ukraine, most of which are illicit.

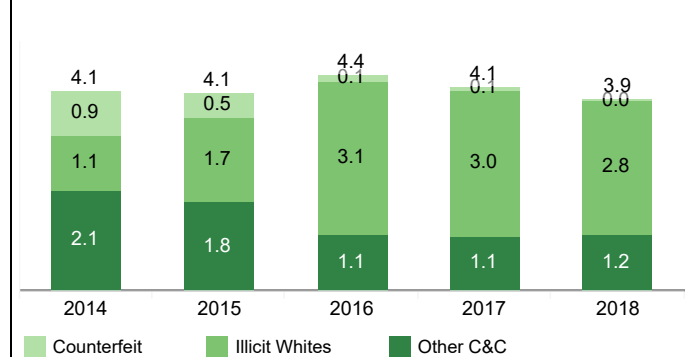
Total consumption, 2014-18 (bn cigarettes)



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

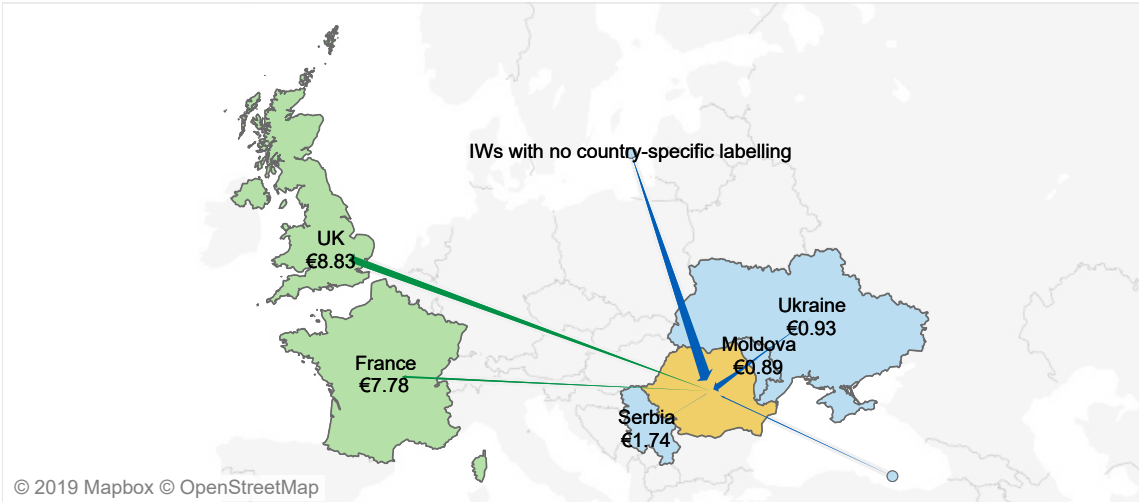


Choose country and flow type from the dropdown list to customise view

Country ROMANIA

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

Weighted average price in ROMANIA: €3.46 (LEI16.08) (4.38% 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	Country Colours	
■ Inflow to Country of Study	■ Country of Study	■ Source
■ Outflow from Country of Study	■ 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)	23.37	23.80	24.13	24.51	24.23
Outflows	-1.45	-2.00	-1.73	-1.80	-2.34
Legal Domestic Consumption (LDC)	21.92	21.80	22.40	22.71	21.89
Non-Domestic Legal (ND(L))	0.09	0.10	0.11	0.13	0.14
Counterfeit & Contraband (C&C)	4.06	4.05	4.41	4.15	3.91
Total Non-Domestic	4.15	4.15	4.51	4.28	4.05
Total Consumption	26.07	25.95	26.91	26.99	25.94

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

	2014	2015	2016	2017	2018
IWs with no country-specific labelling	1.48	2.26	2.66	2.43	2.35
Moldova	0.77	0.72	0.64	0.94	1.00
Ukraine	0.02	0.25	0.85	0.59	0.44
Duty Free Labelled	0.63	0.15	0.09	0.16	0.17
Serbia	0.11	0.12	0.09	0.04	0.03
Other	1.14	0.65	0.18	0.12	0.05
Total Inflows	4.15	4.15	4.51	4.28	4.05

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

	2014	2015	2016	2017	2018
UK	-0.17	-0.71	-0.67	-0.93	-1.06
France	-0.57	-0.72	-0.49	-0.17	-0.31
Germany	-0.14	-0.13	-0.15	-0.19	-0.22
Ireland	-0.06	-0.08	-0.08	-0.10	-0.17
Italy	-0.11	-0.08	-0.03	-0.01	-0.13
Other	-0.39	-0.29	-0.30	-0.40	-0.44
Total Outflows	-1.45	-2.00	-1.73	-1.80	-2.34



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



ROMANIA

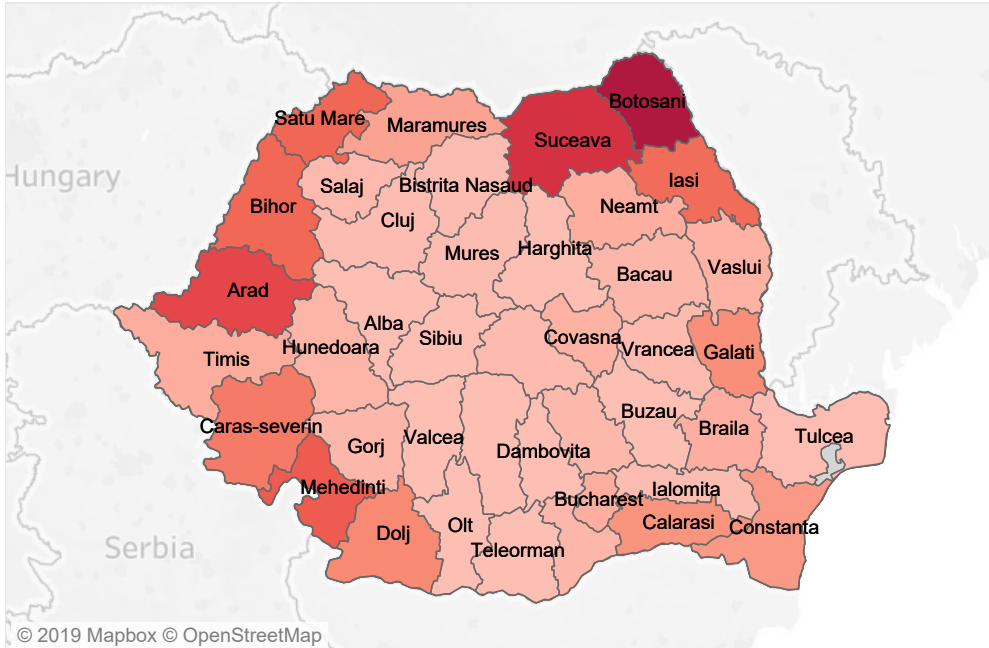
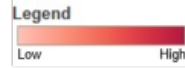
Hover here to view any country-specific adjustments

Select country and type to customise view

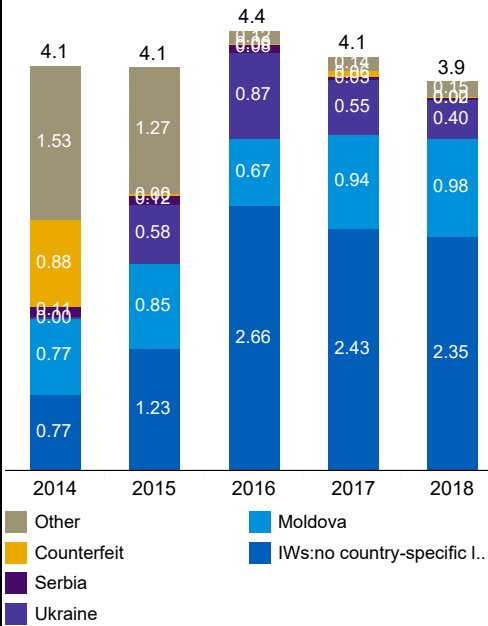
Country
ROMANIA

Type
C&C

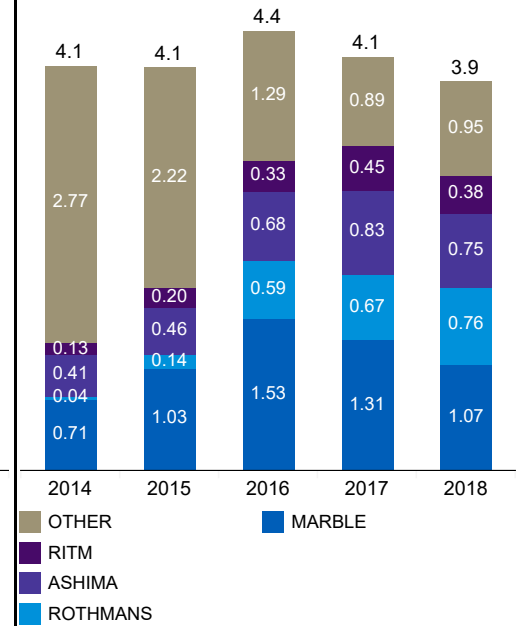
C&C% by region



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



ROMANIA

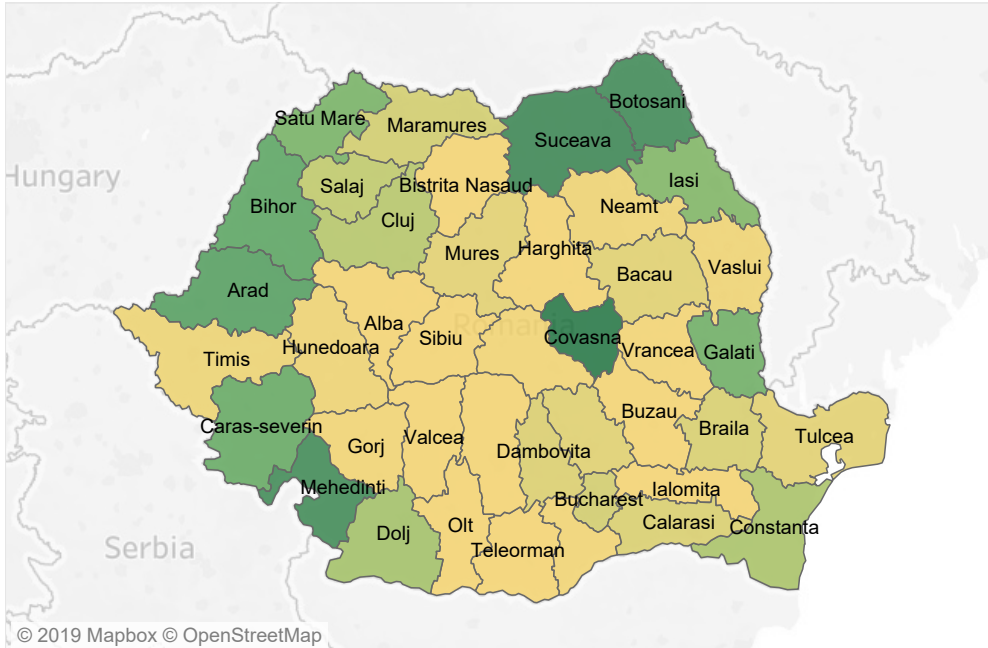
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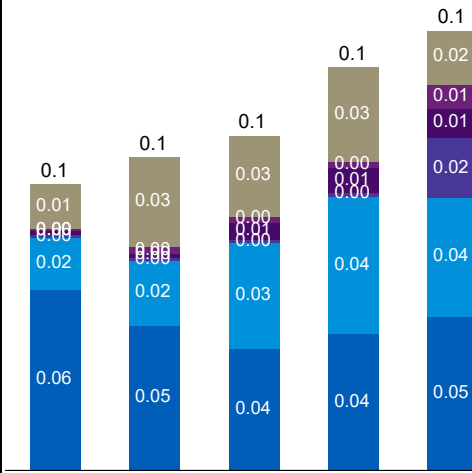
Country
ROMANIA

Type
ND(L)

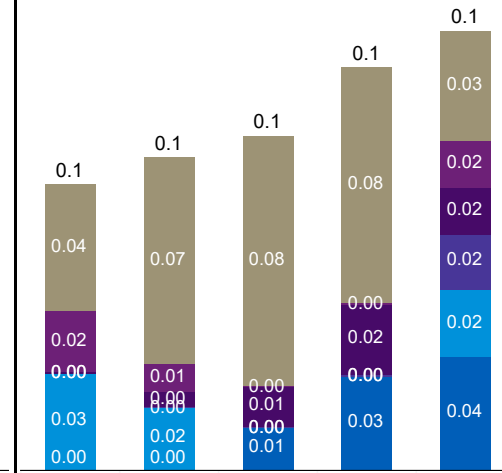
ND(L)% by region



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