



# SWEDEN

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Choose country from the dropdown list to customise view

Country SWEDEN

<b>5.7bn</b> cigarettes consumed -0.2bn on 2017	<b>0.3bn</b> C&C cigarettes consumed -0.1bn on 2017	<b>5.0%</b> of total consumption was C&C -1.3%pts on 2017	<b>€64m (SEK656m)</b> total tax revenue lost from C&C -19m on 2017
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C&C reduced by 50% from 2014 to 2018, with non-domestic legal volumes increasing over the same period.

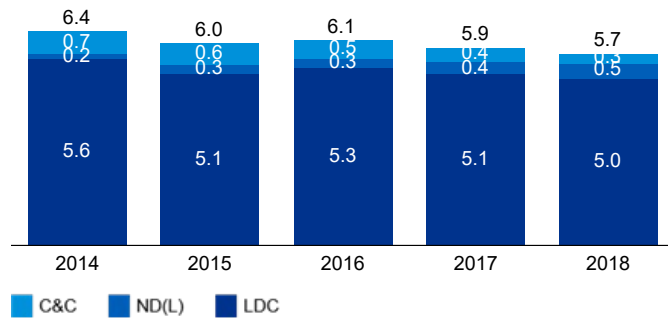
Duty Free remained the largest inflow in 2018.

The region around Vastmanland had double the levels of C&C compared to the national average of 5%.

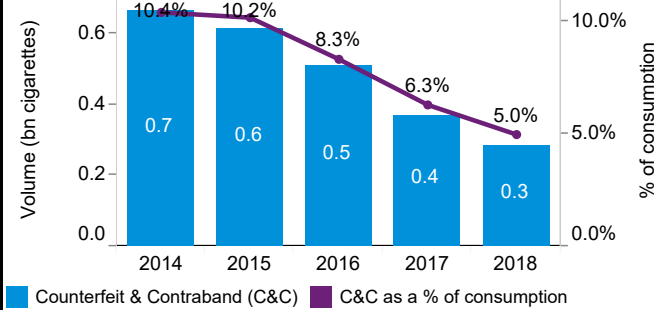
Total consumption has followed a similar declining trend over the same period, with volume declines driven by reductions in domestic consumption.

Given its proximity and €5 higher price point, Norway is a major outflow country for Sweden, representing almost two thirds of total outflows.

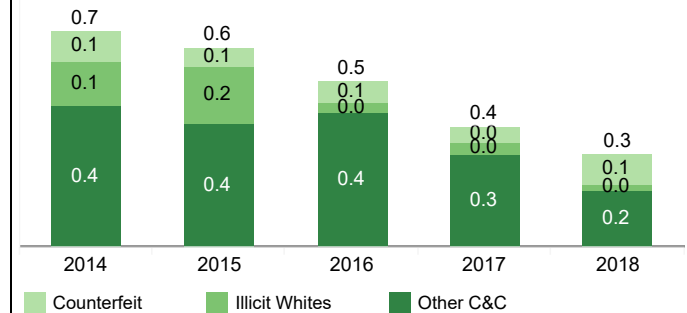
### Total consumption, 2014-18 (bn cigarettes)



### 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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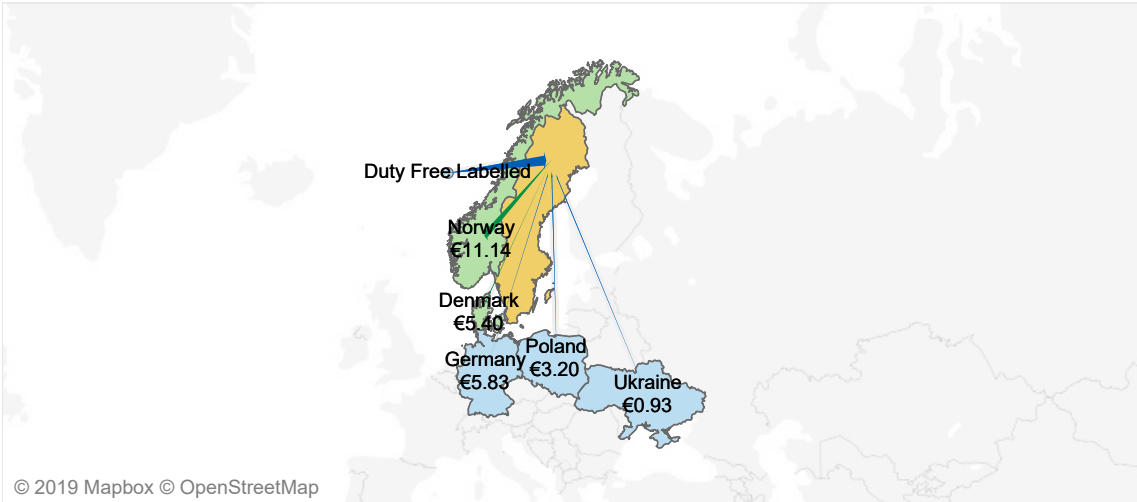
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Country SWEDEN

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

Weighted average price in SWEDEN: €6.03 (SEK62.23) (0.60% 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)	5.94	5.66	5.72	5.58	5.31
Outflows	-0.39	-0.54	-0.40	-0.47	-0.34
Legal Domestic Consumption (LDC)	5.56	5.12	5.32	5.11	4.97
Non-Domestic Legal (ND(L))	0.16	0.28	0.27	0.40	0.46
Counterfeit & Contraband (C&C)	0.66	0.61	0.51	0.37	0.28
Total Non-Domestic	0.82	0.90	0.78	0.77	0.74
<b>Total Consumption</b>	<b>6.38</b>	<b>6.01</b>	<b>6.10</b>	<b>5.88</b>	<b>5.71</b>

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

	2014	2015	2016	2017	2018
Duty Free Labelled	0.27	0.24	0.30	0.27	0.23
Counterfeit	0.09	0.06	0.06	0.05	0.09
Poland	0.08	0.09	0.04	0.02	0.05
Ukraine	0.00	0.01	0.02	0.02	0.03
Germany	0.00	0.02	0.03	0.02	0.03
Other	0.37	0.48	0.34	0.39	0.31
<b>Total Inflows</b>	<b>0.82</b>	<b>0.90</b>	<b>0.78</b>	<b>0.77</b>	<b>0.74</b>

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

	2014	2015	2016	2017	2018
Norway	-0.27	-0.37	-0.30	-0.31	-0.21
Denmark	-0.03	-0.05	-0.04	-0.07	-0.03
Poland	-0.01	-0.01	0.00	0.00	-0.02
Netherlands	-0.02	-0.01	-0.01	-0.03	-0.02
Italy	0.00	-0.01	0.00	0.00	-0.01
Other	-0.06	-0.09	-0.05	-0.06	-0.04
<b>Total Outflows</b>	<b>-0.39</b>	<b>-0.54</b>	<b>-0.40</b>	<b>-0.47</b>	<b>-0.34</b>



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



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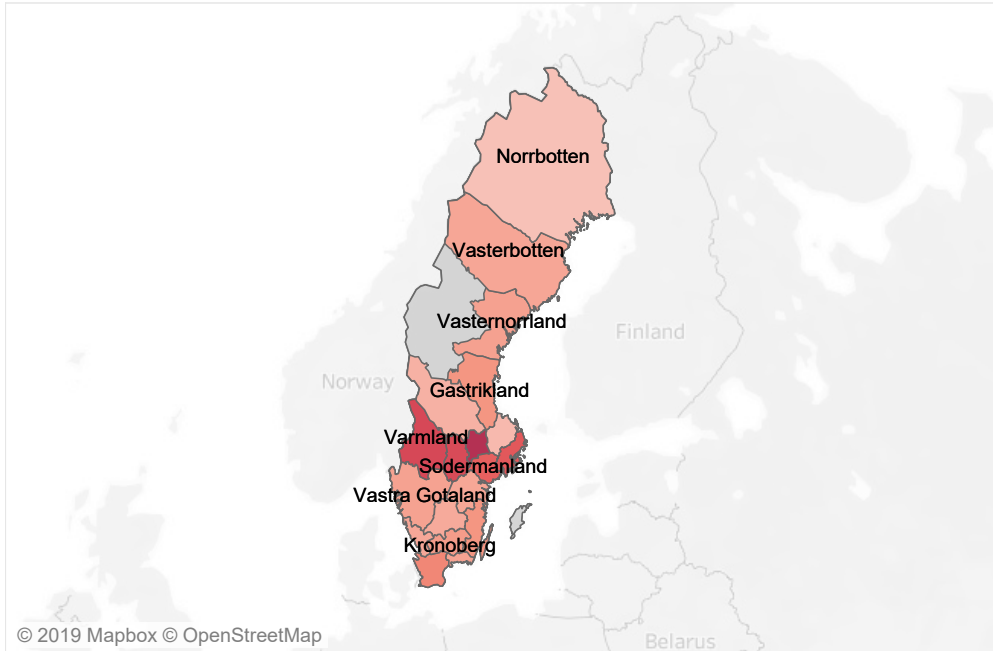
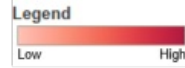
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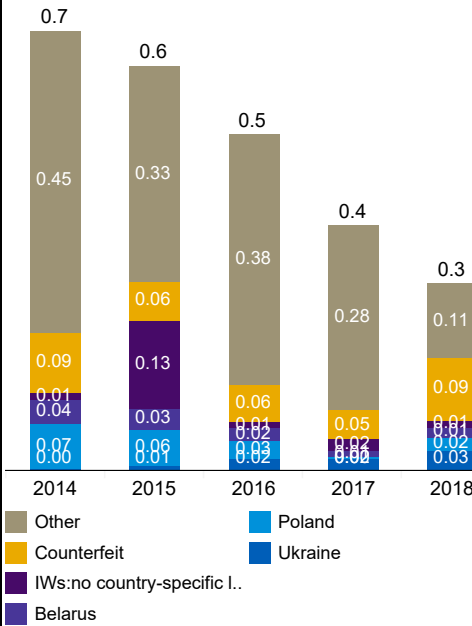
Country  
SWEDEN

Type  
C&C

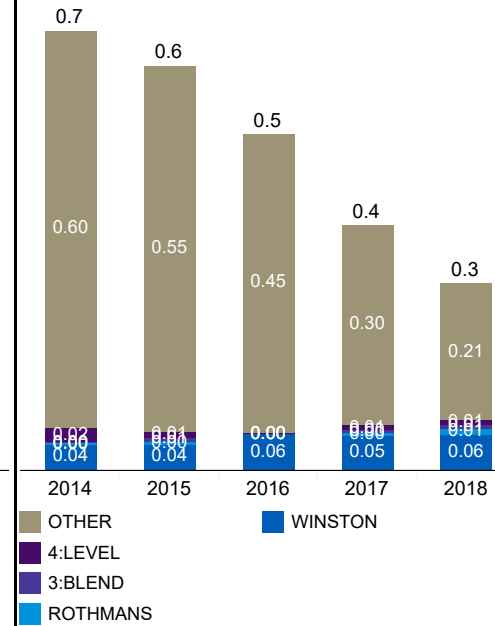
## C&C% by region



## 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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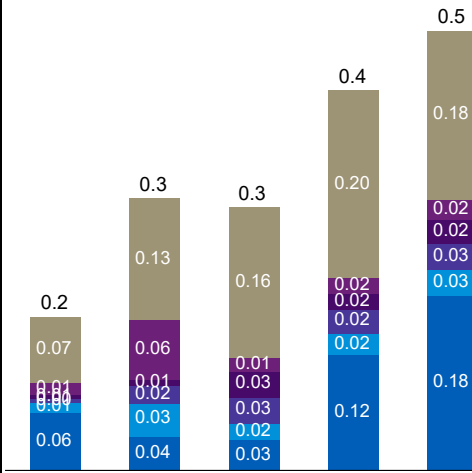
Country  
SWEDEN

Type  
ND(L)

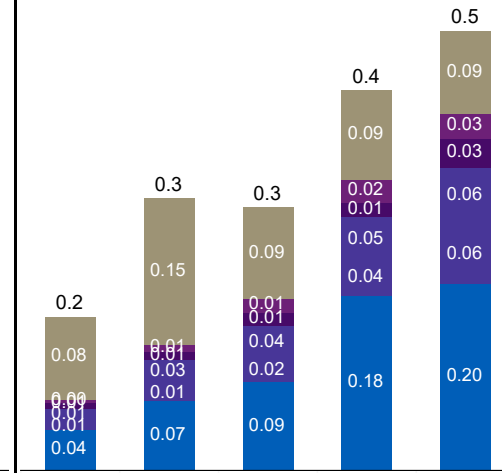
## ND(L)% by region



## 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