



Choose country from the dropdown list to customise view

Country SWITZERLAND

<b>9.9bn</b> cigarettes consumed -0.4bn on 2017	<b>0.2bn</b> C&C cigarettes consumed 0.1bn on 2017	<b>2.0%</b> of total consumption was C&C 0.6%pts on 2017
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C&C in Switzerland was estimated at 2.0% of total consumption in 2018, the second lowest in the study.

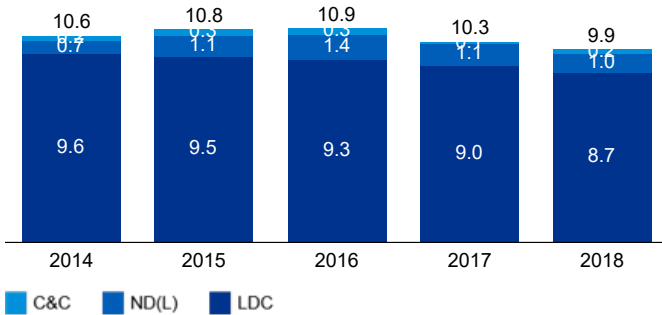
Duty Free and flows from neighbouring lower-priced markets accounted for the majority of Swiss inflows.

The canton of Ticino, bordering Italy, had the highest share of C&C at 5.4%.

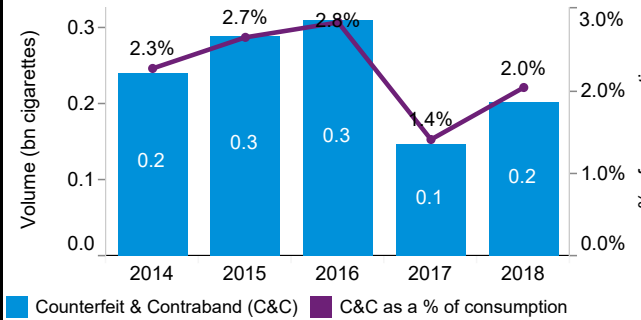
Overall consumption continued its declining trend since 2016.

The high volume of Duty Free can be explained by Switzerland's position as a non-EU country and therefore consumers can purchase Duty Free when they travel to other EU countries.

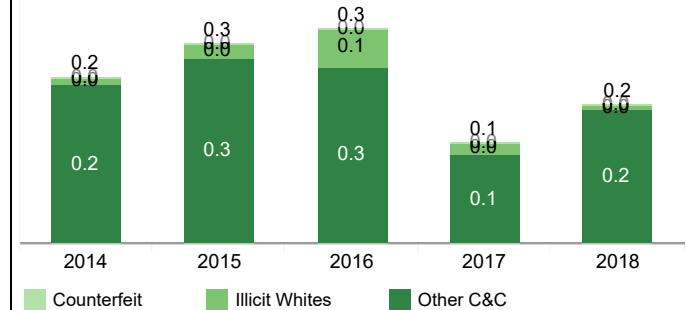
### Total consumption, 2014-18 (bn cigarettes)



### 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



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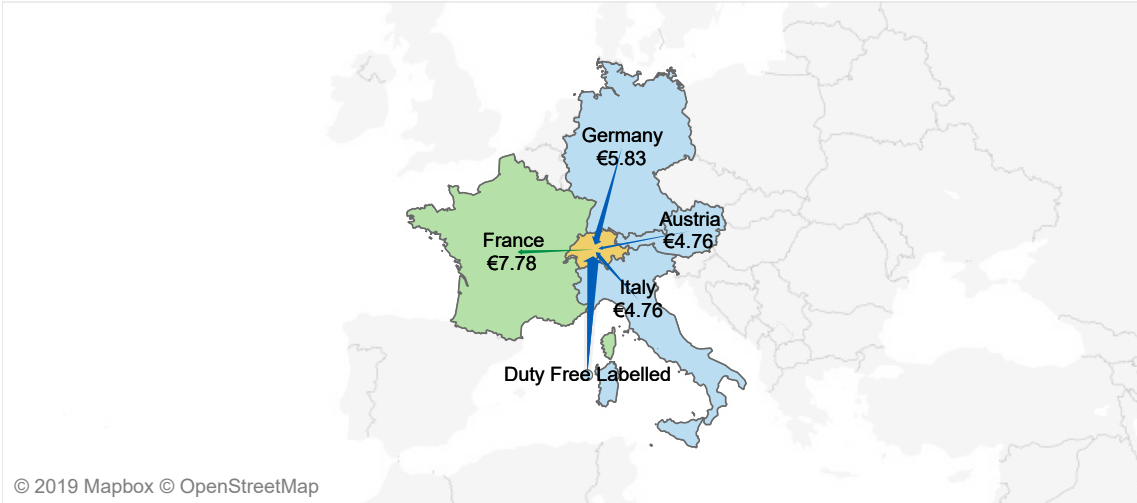
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Choose country and flow type from the dropdown list to customise view

Country SWITZERLAND

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

Weighted average price in SWITZERLAND: €7.66 (CHF8.67) (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)	10.12	9.76	9.48	9.33	9.07
Outflows	-0.47	-0.28	-0.20	-0.30	-0.35
Legal Domestic Consumption (LDC)	9.65	9.48	9.28	9.03	8.71
Non-Domestic Legal (ND(L))	0.68	1.07	1.36	1.11	0.95
Counterfeit & Contraband (C&C)	0.24	0.29	0.31	0.15	0.20
Total Non-Domestic	0.92	1.36	1.67	1.26	1.16

<b>Total Consumption</b>	<b>10.57</b>	<b>10.84</b>	<b>10.95</b>	<b>10.29</b>	<b>9.87</b>
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## Total inflows by country, 2014-2018 (bn cigarettes)

	2014	2015	2016	2017	2018
Duty Free Labelled	0.22	0.37	0.53	0.51	0.38
Germany	0.17	0.26	0.22	0.21	0.19
Italy	0.12	0.18	0.11	0.14	0.10
France	0.04	0.09	0.28	0.07	0.07
Austria	0.02	0.04	0.04	0.05	0.05
Other	0.35	0.42	0.47	0.28	0.37
<b>Total Inflows</b>	<b>0.92</b>	<b>1.36</b>	<b>1.67</b>	<b>1.26</b>	<b>1.16</b>

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

	2014	2015	2016	2017	2018
France	-0.08	-0.03	-0.04	-0.07	-0.08
Italy	-0.13	-0.04	-0.01	-0.01	-0.08
Netherlands	-0.07	-0.04	-0.03	-0.05	-0.06
Germany	-0.12	-0.10	-0.05	-0.06	-0.06
UK	-0.01	-0.01	-0.03	-0.04	-0.03
Other	-0.08	-0.05	-0.05	-0.06	-0.05
<b>Total Outflows</b>	<b>-0.47</b>	<b>-0.28</b>	<b>-0.20</b>	<b>-0.30</b>	<b>-0.35</b>



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



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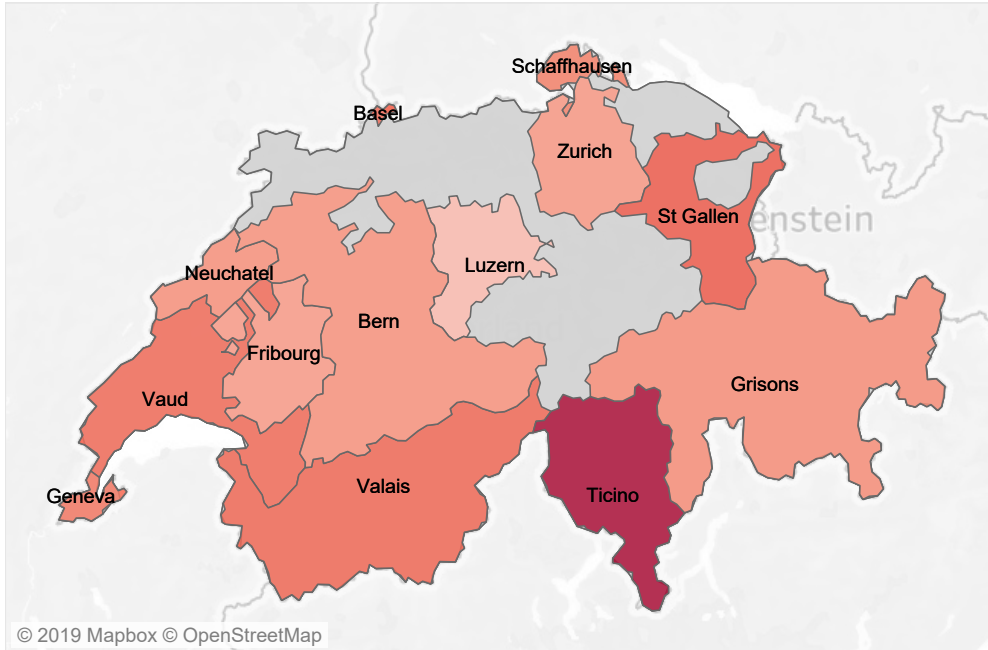
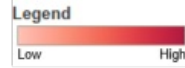
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Select country and type to customise view

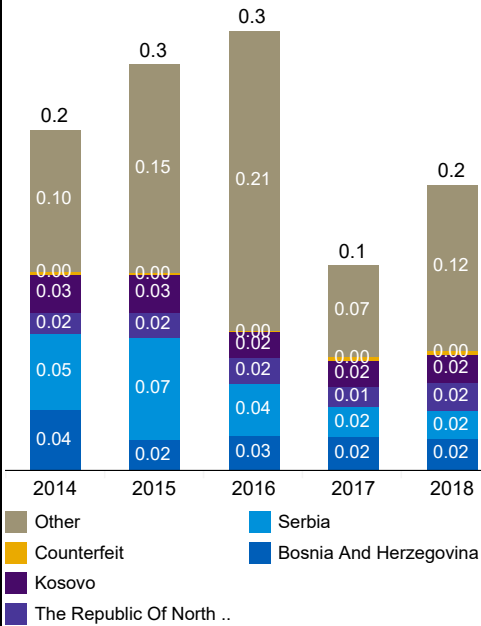
Country  
SWITZERLAND

Type  
C&C

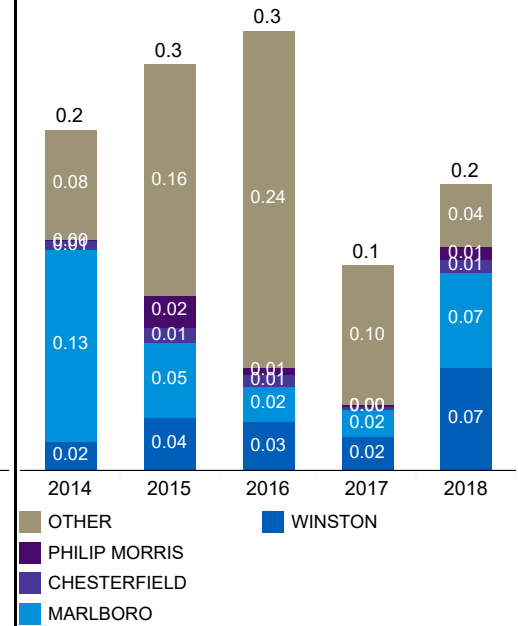
## C&C% by region



## 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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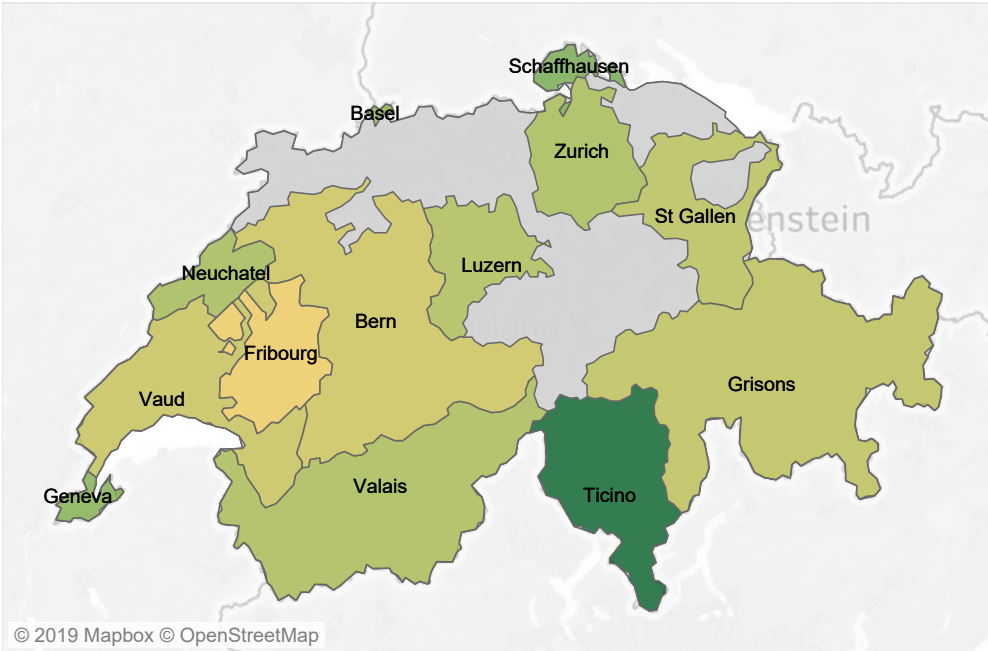
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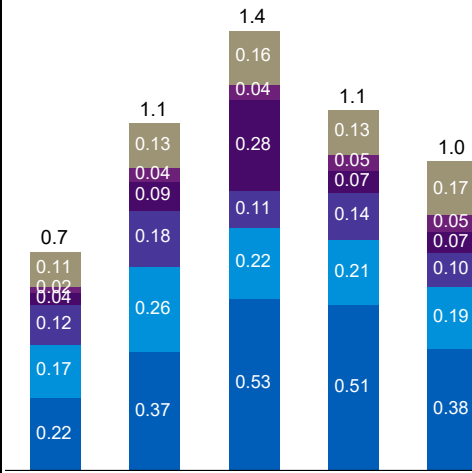
Country  
SWITZERLAND

Type  
ND(L)

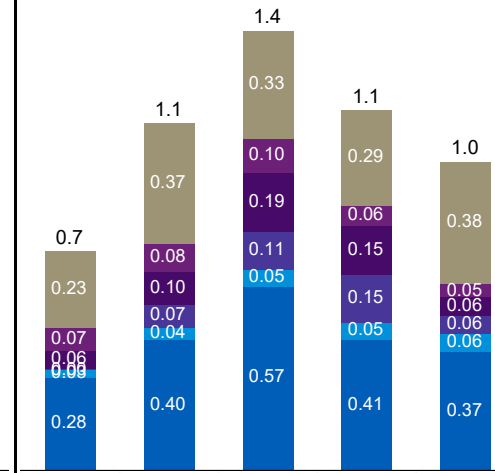
## ND(L)% by region



## 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