

ILLICIT CIGARETTES INCIDENCE IN MOLDOVA 2023

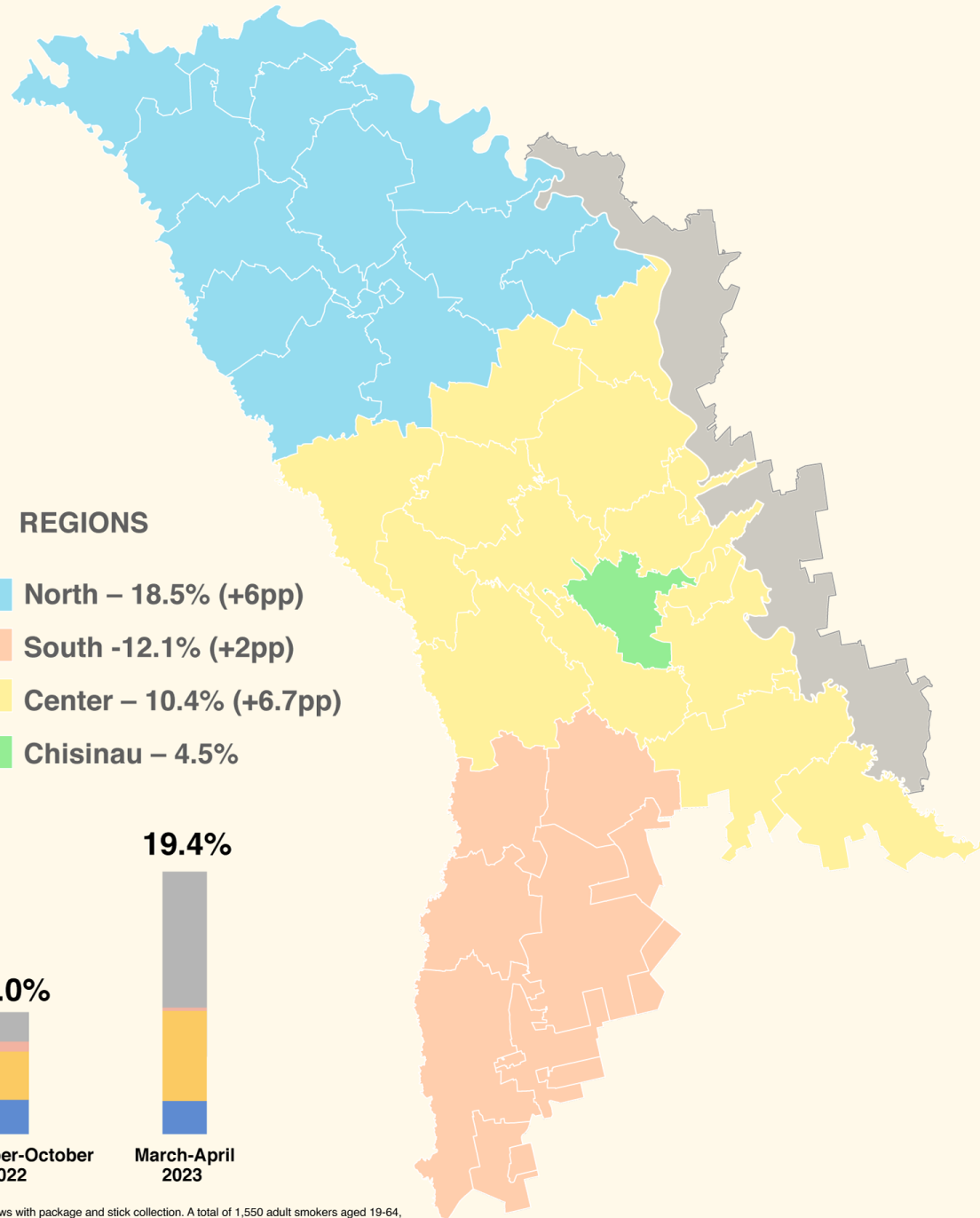
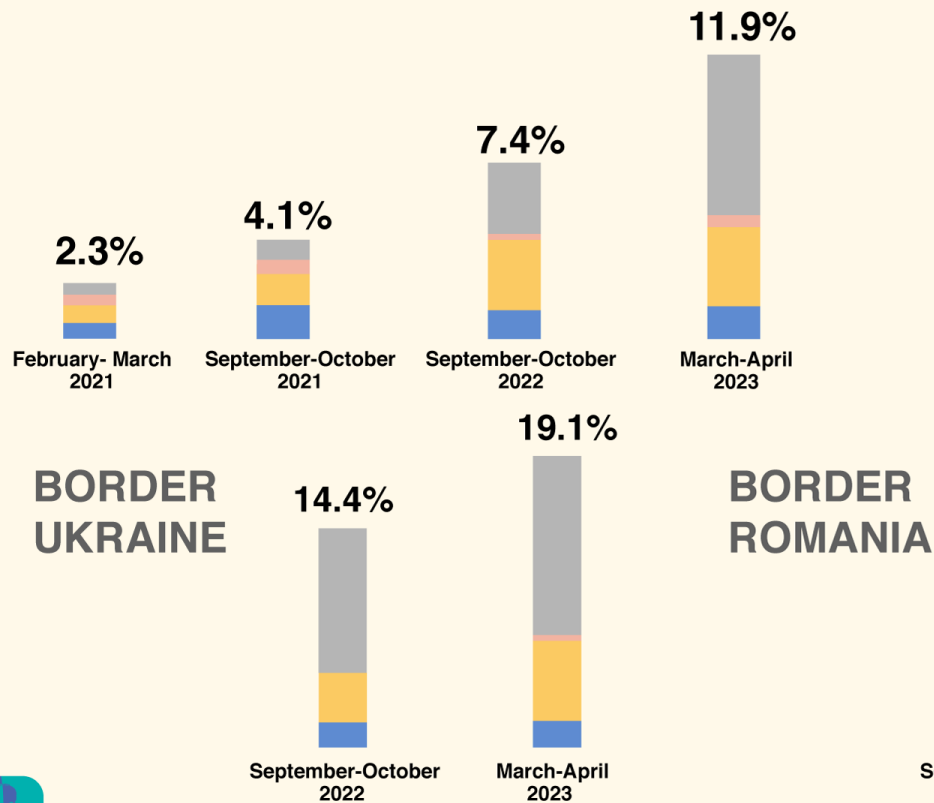
Classification of illicit

- DUTY-FREE**
Cigarettes that bear the following on-pack wording "For Duty Free Sale Only" and have been listed by Moldova Duty Free operators.
- ILLICIT WHITES**
Cigarettes, that bear no excise stamps on-pack, nor Duty Free specific wording and are not placed in Moldovan market neither in Duty Paid nor in Duty Free regime.
- NON-DOMESTIC DUTY-PAID (NDDP)**
Cigarettes, intended market for retail sales other than Moldova, e.g., Ukraine, Romania, Bulgaria etc.
- OTHERS**
Cigarettes with unknown origin and/or uncompliant with the law.

STRUCTURE

Other illicit – 6.7% Illicit Whites – 3.3% Duty-Free – 1.4% Non-Domestic Duty-Paid – 0.5%

ILLICIT TRADE % OF TOTAL CONSUMPTION



Study was conducted by IPSOS in March-April 2023 on behalf of the major tobacco producers (JTI, PMI). Research methodology is face-to-face in-home interviews with package and stick collection. A total of 1,550 adult smokers aged 19-64, from rural and urban areas were interviewed, nationwide, except Transnistrian region.