

ILLICIT CIGARETTES INCIDENCE IN MOLDOVA

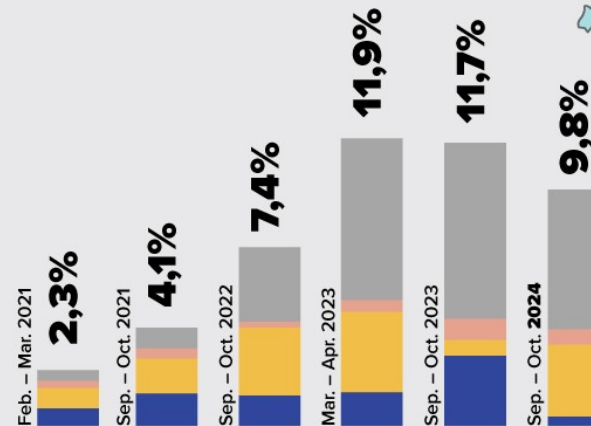
September – October 2024

CLASSIFICATION OF ILLICIT

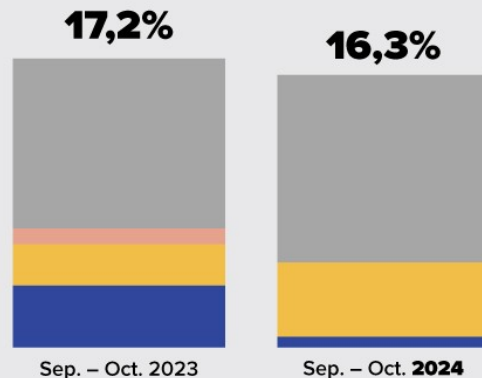
STRUCTURE



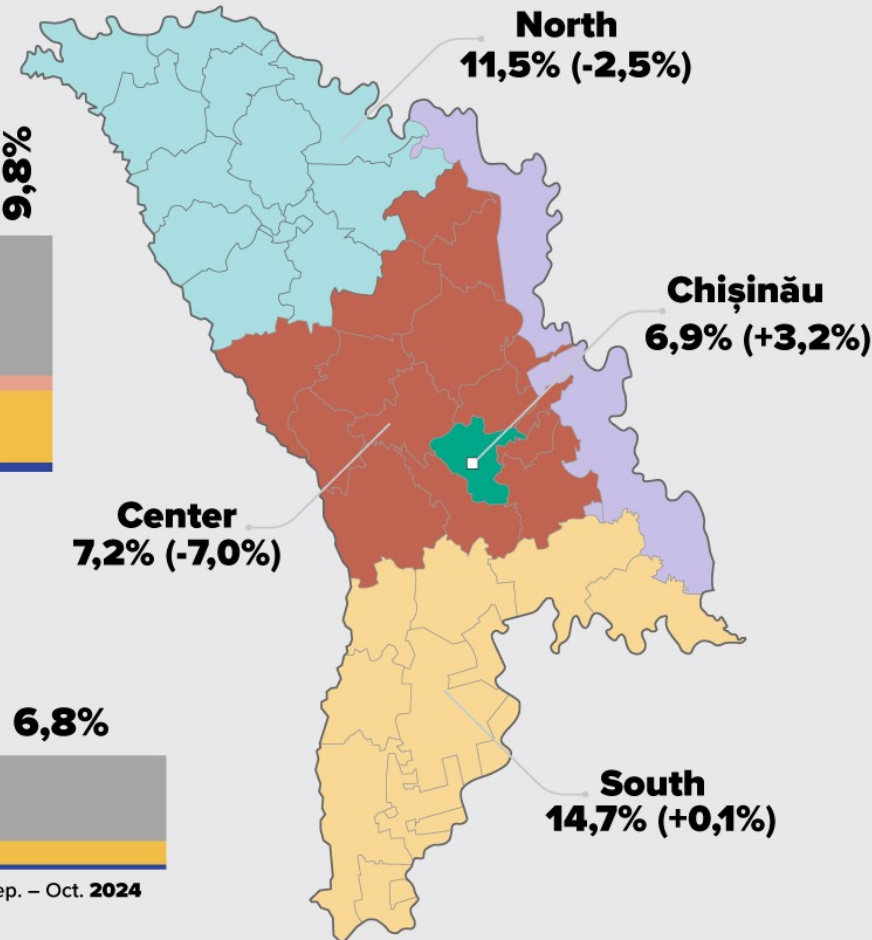
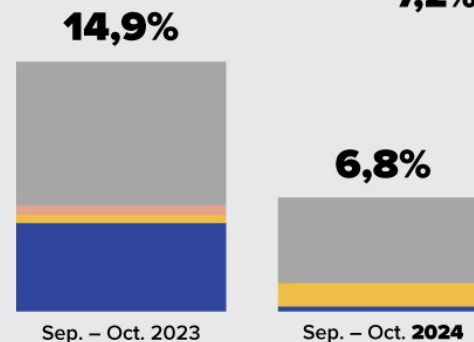
ILLICIT TRADE % OF TOTAL CONSUMPTION



BORDER UKRAINE



BORDER ROMANIA



Study conducted by company IPSOS in September – October 2024 on behalf of the major tobacco producers (JTI, PMI). Research methodology: interviews, including sample collection (pack + cigarette) – 1500, aged between 19-64, from rural and urban areas throughout the country except transnistrian region.