ILLICIT CIGARETTES INCIDENCE IN MOLDOVA

April – May 2025

CLASSIFICATION OF ILLICIT

STRUCTURE

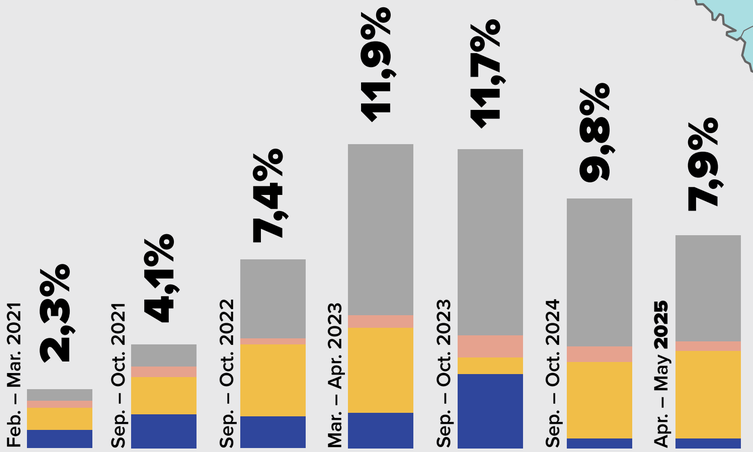
3,8% — **OTHERS ILLICIT, INCLUDING COUNTERFEIT**
Products of unknown origin, manufactured without authorization from the rights owners and with the intent to copy the genuine brand, and/or uncompliant with the law.

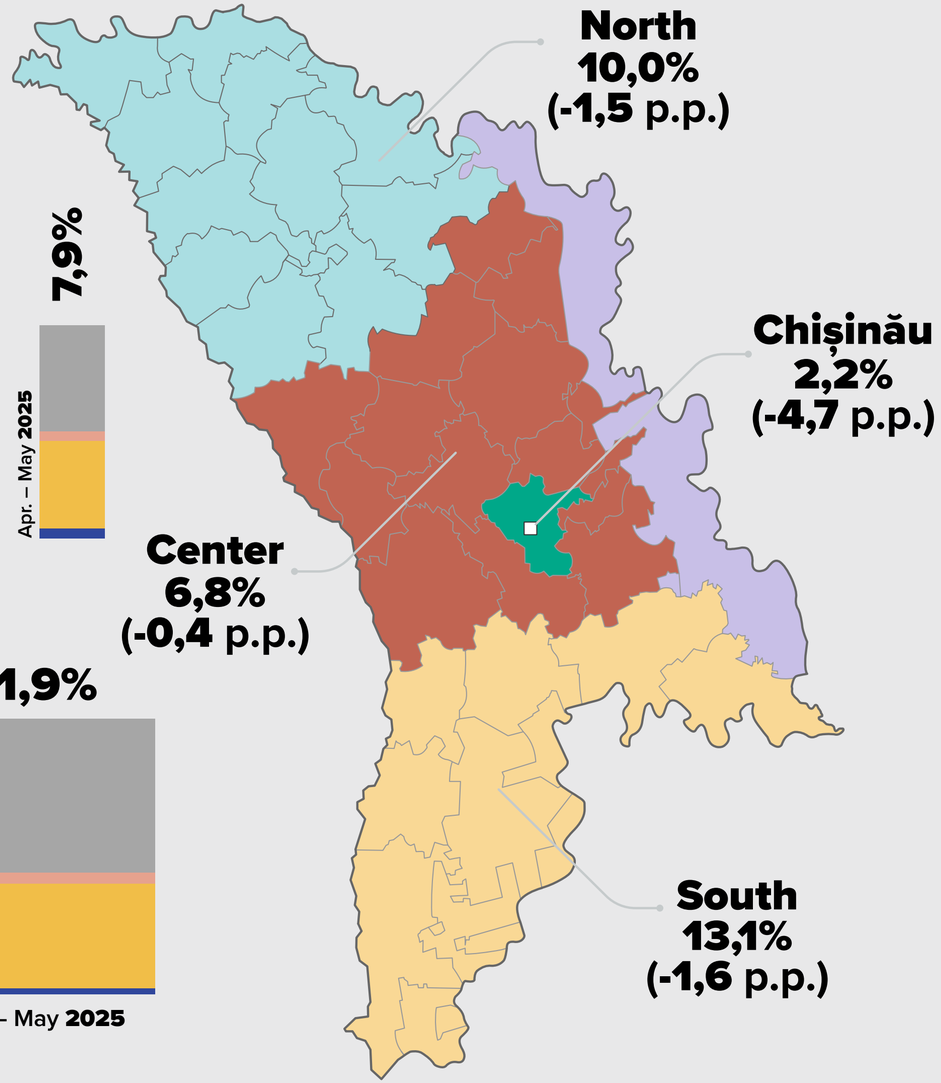
0,3% — **NON-DOMESTIC DUTY-PAID (NDDP)**
Products intended for retail sale in markets other than Moldova, e.g. Russia, Ukraine, Romania etc.

3,4% — **ILLICIT WHITES**
Products that bear no excise stamps on-pack, nor Duty Free specific wording and are not placed on Moldovan market neither in Duty Paid nor in Duty Free regimes.

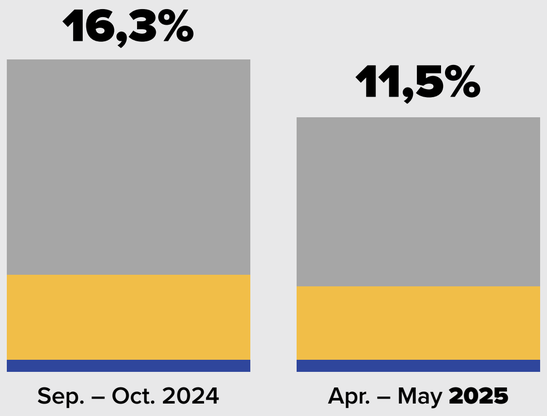
0,4% — **DUTY-FREE**
Products that bear the following on-pack wording "For Duty Free Sale Only" and have been listed by Moldova Duty Free operators.

ILLICIT TRADE % OF TOTAL CONSUMPTION

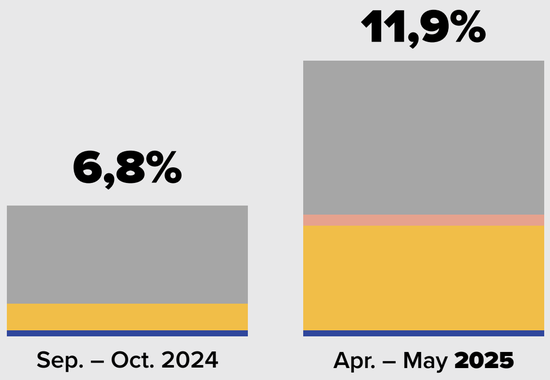




BORDER UKRAINE



BORDER ROMANIA



Study conducted by company IPSOS in April – May 2025 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.