



WSPM GROUP

EMPTY PACKS SURVEY

NETHERLANDS Q4 2021

January 2022

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EMPTY PACK SURVEY RESULTS Q4 2021:
NETHERLANDS



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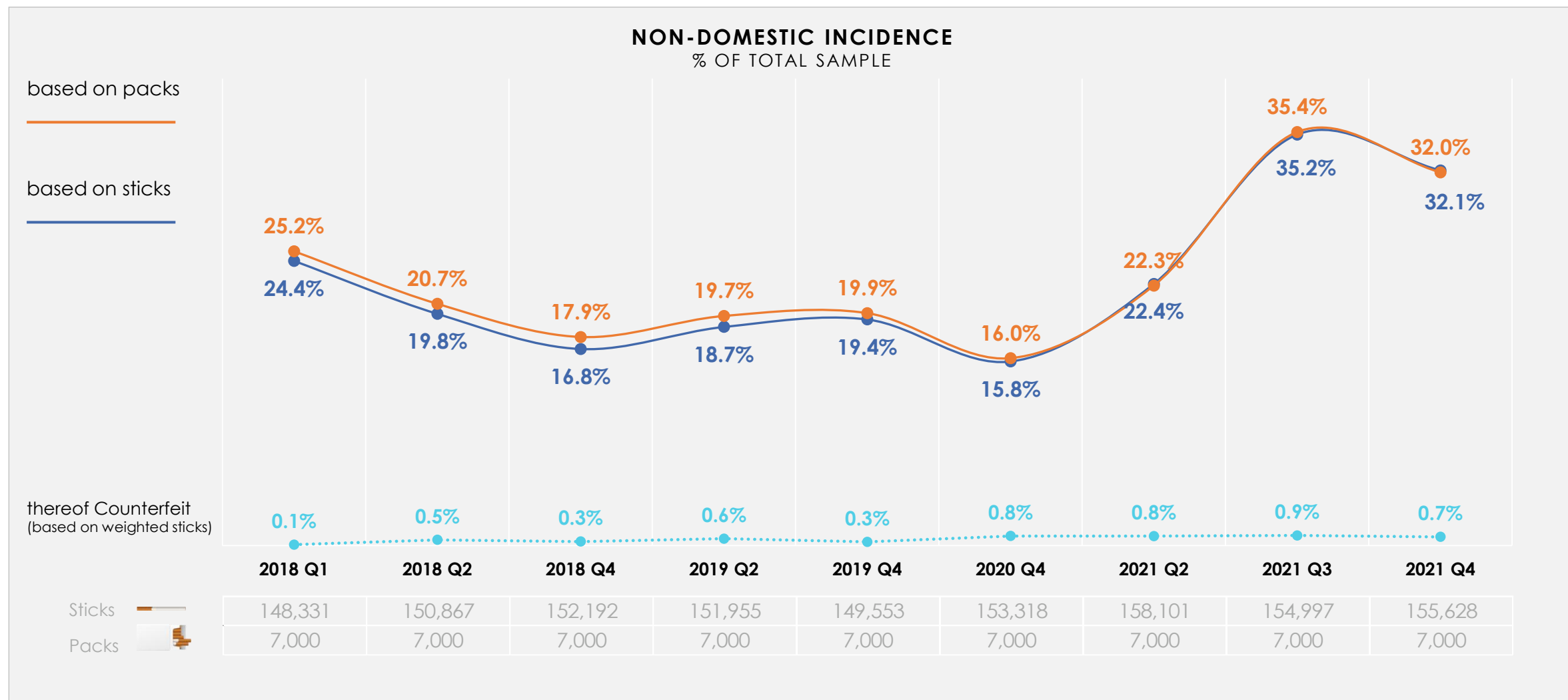


01.

EXECUTIVE SUMMARY

QUARTER 4, 2021

EXECUTIVE SUMMARY: NON-DOMESTIC TREND



EXECUTIVE SUMMARY: KEY MESSAGES

Industry overview

- Non-domestic incidence decreased to 32.1% (vs 35.2% in Q3 2021, 15.8% in Q4 2020).
- Counterfeit incidence decreased to 0.7% (0.9%, 0.8%).
- Main non-domestic brands found were (excl. counterfeit):
 - MARLBORO (PMI) with 10.6% of all packs collected (12.3%, 6.4%).
 - PALL MALL (BAT) with 3.6% (0.4%, 0.7%).
 - L&M (PMI) with 2.7% (4.5%, 1.1%).
- Main non-domestic market variants found were (excl. counterfeit):
 - BELGIUM with 8.5% of all packs collected (6.5%, 3.1%).
 - BULGARIA with 8.0% (5.5%, 0.9%).
 - DUTY FREE with 3.1% (2.6%, 1.4%).
- At city level, the highest non-domestic incidence was found in OSS at 73.6% (38.0%, 17.0%), in TILBURG at 67.9% (38.6%, 24.9%), and MAASTRICHT at 63.7% (36.5%, 12.2%).

EXECUTIVE SUMMARY: KEY VARIANCES

% OF TOTAL SAMPLE Based on number of sticks

— Total: 155,628 sticks (7,000 packs).

	Q4 2021	Q3 2021	Q4 2020
NON-DOMESTIC INCIDENCE	32.1%	35.2%	15.8%
MAIN MARKET VARIANTS (excl. counterfeit)			
BELGIUM	8.5%	6.5%	3.1%
BULGARIA	8.0%	5.5%	0.9%
DUTY FREE	3.1%	2.6%	1.4%
MAIN BRAND FAMILIES (excl. counterfeit)			
MARLBORO (PMI)	10.6%	12.3%	6.4%
PALL MALL (BAT)	3.6%	0.4%	0.7%
L&M (PMI)	2.7%	4.5%	1.1%
MAIN CITIES (excl. counterfeit)			
OSS	73.6%	38.0%	17.0%
TILBURG	67.9%	38.6%	24.9%
MAASTRICHT	63.7%	36.5%	12.2%
COUNTERFEIT INCIDENCE			
TOTAL COUNTERFEIT INCIDENCE	0.7%	0.9%	0.8%
PMI	0.5%	0.8%	0.8%
IMPERIAL TOBACCO	0.2%	—(*)	0.0%
JTI	0.0%	—	0.0%
BAT	0.0%	0.1%	0.0%

(*) Didn't participate in the survey, thereof forensic analysis was not performed.

EXECUTIVE SUMMARY: INFLOW MATRIX

% OF TOTAL SAMPLE Based on number of sticks

— Total: 155,628 sticks (7,000 packs).

MAIN INFLOWS

	COUNTERFEIT	BELGIUM	BULGARIA	DUTY FREE	TURKEY	GERMANY	OTHERS	Total	2021 Q3	2020 Q4
MARLBORO (PMI)	0.5%	2.0%	2.3%	1.2%	0.9%	1.2%	2.9%	11.0%	13.0%	7.2%
PALL MALL (BAT)	—	3.3%	—	0.0%	—	—	0.2%	3.6%	0.4%	0.7%
L&M (PMI)	—	1.2%	0.0%	0.8%	0.0%	0.1%	0.5%	2.7%	4.5%	1.1%
DAVIDOFF (IMPERIAL TOBACCO)	—	—	2.1%	0.1%	0.0%	0.1%	0.2%	2.4%	1.8%	0.3%
PARLIAMENT (PMI)	—	—	0.7%	0.3%	0.8%	0.1%	0.2%	2.0%	1.9%	0.4%
CAMEL (JTI)	—	0.6%	0.1%	0.2%	0.1%	—	0.7%	1.7%	2.3%	1.3%
OTHERS	0.3%	1.2%	2.8%	0.5%	0.2%	0.4%	—	8.7%	11.3%	4.7%
Total	0.7%	8.5%	8.0%	3.1%	2.0%	1.9%	7.9%	32.1%	35.2%	15.8%

2021 Q3	0.9%	6.5%	5.5%	2.6%	1.8%	3.4%	14.6%	35.2%
2020 Q4	0.8%	3.1%	0.9%	1.4%	0.3%	2.0%	7.3%	15.8%

02.

METHODOLOGY

QUARTER 4, 2021

OBJECTIVES, PROVISIONS, LIMITATIONS

OBJECTIVES

Provide an indication on the incidence of non-domestic or illicit cigarettes consumed in NETHERLANDS:

- Tax-paid and non-tax paid cigarettes from other countries
- Counterfeit cigarettes
- Gain information related to non-domestic or counterfeit cigarettes by: Manufacturer, City, Brand family, Market variant

PROVISIONS

- Participating companies: British American Tobacco (BAT), Imperial Tobacco (ITL), Japan Tobacco International (JTI) and Philip Morris International (PMI)
- Participating companies provided financial support for this study. WSPM Group conducted the empty pack collection independently. The market variant of all collected packs and the authenticity of the collected packs bearing their packs trademarks were examined by the participating companies
- WSPM Group assumed limited responsibility for the report findings and conclusion. The objectives and limitations of the report are set out on this page. Should any party choose to rely on the report, they do so at their own risk.
- Non-domestic includes legal allowances

LIMITATIONS

- Homes and workplaces are not covered
- No information on counterfeit incidence of non-participating companies
- The survey is designed to focus on trends rather than incidence at a single point in time

RESEARCH APPROACH

METHOD

Random collection from streets & public bins. Any brand, any market variant.

TIMINGS

Fieldwork:
23 Sep – 28 Oct, 2021

REPORTING

The results are calculated based on number of sticks equivalent to the number of packs collected.

COVID-19 – At the time of the collection in each city there were no restrictions that limited the collection operation.

GEOGRAPHY

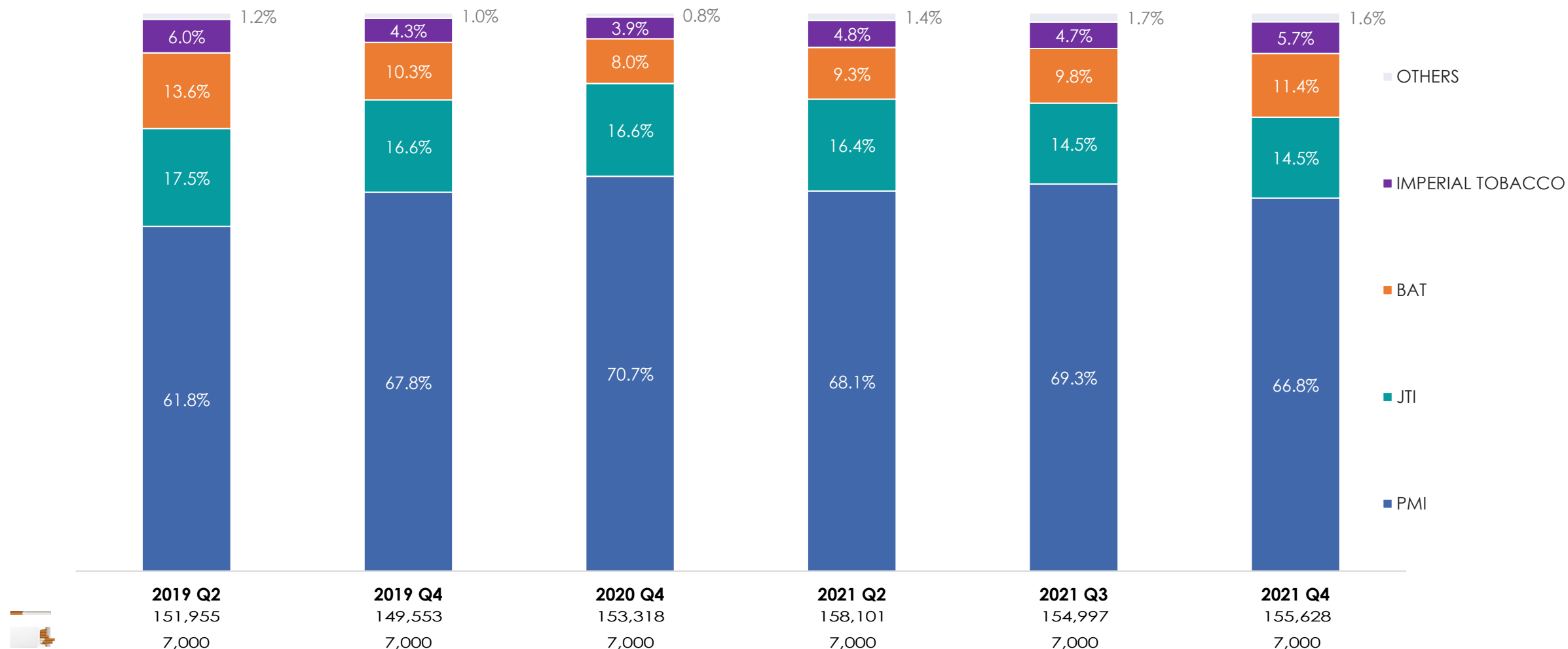
- The largest 50 cities
- 44.9% coverage of population



Region	Population Covered	Sample	Weighted Sample				
Amsterdam	799,278	743	743	Neeldwijk	102,698	95	95
Rotterdam	616,294	573	573	Venlo	100,159	93	93
The Hague	505,856	470	470	Deventer	98,581	92	92
Utrecht	321,916	299	299	Delft	99,097	92	92
Eindhoven	218,433	203	203	Leeuwarden	95,949	89	89
Tilburg	208,527	194	194	Alkmaar	94,505	88	88
Almere	195,213	182	182	Sittard-Geleen	94,024	87	87
Groningen	195,418	182	182	Helmond	89,023	83	83
Breda	178,140	166	166	Heerlen	88,747	83	83
Nijmegen	166,382	155	155	Hilversum	86,017	80	80
Enschede	158,627	147	147	Oss	84,861	79	79
Apeldoorn	157,315	146	146	Amstelveen	84,379	78	78
Haarlem	153,093	142	142	Seat (Sneek)	82,639	77	77
Arnhem	149,827	139	139	Hengelo	80,952	75	75
Amersfoort	149,662	139	139	Purmerend	79,482	74	74
Zaanstad	149,622	139	139	Roosendaal	77,155	72	72
Haarlemmermeer	144,153	134	134	Schiedam	76,216	71	71
S-Hertogenbosch	142,817	133	133	Lelystad	75,778	70	70
Zwolle	122,562	114	114	Alphen Aan.	72,913	68	68
Zoetermeer	123,092	114	114	Almelo	72,729	68	68
Maastricht	121,819	113	113	Vlaardingen	70,905	67	67
Leiden	119,800	111	111	Hoon	71,360	67	67
Dordrecht	118,466	110	110	Spijkensisse	72,375	67	67
Ede	109,823	102	102	Gouda	70,904	67	67
Emmen	108,392	101	101	Leidschendam	72,588	67	67
				Total Sample	7,528,563	7,000	7,000

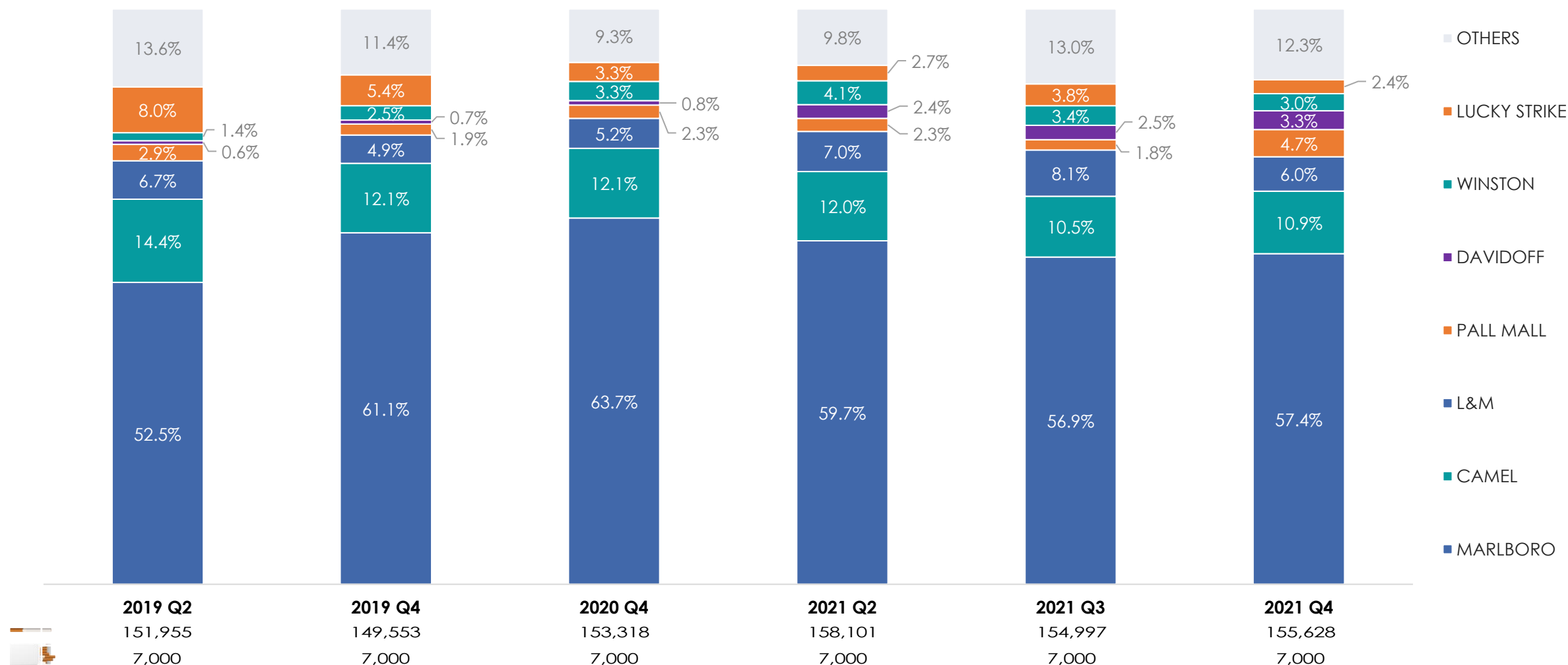
SAMPLE COMPOSITION: SHARE BY COMPANY

% OF TOTAL SAMPLE Based on number of sticks



SAMPLE COMPOSITION: SHARE BY BRAND

% OF TOTAL SAMPLE Based on number of sticks





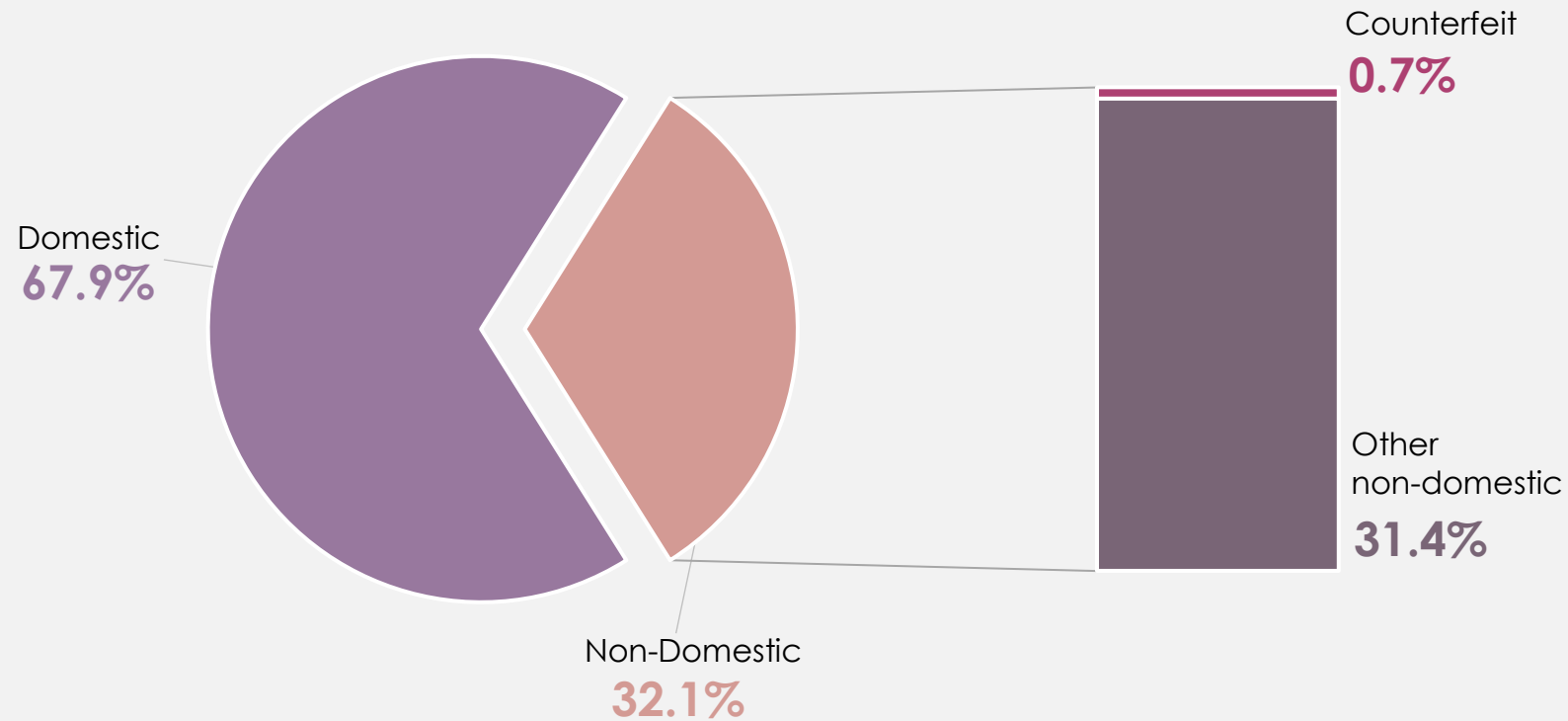
03.

KEY RESULTS

QUARTER 4, 2021

NON-DOMESTIC: CATEGORIES

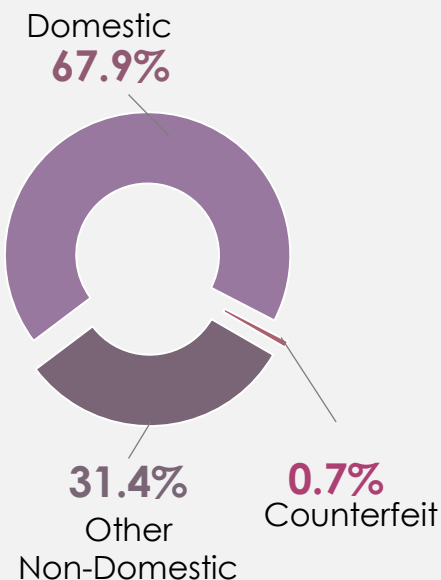
NON-DOMESTIC INCIDENCE CATEGORIES
% OF TOTAL SAMPLE



Total: 155,628 sticks (7,000 packs).

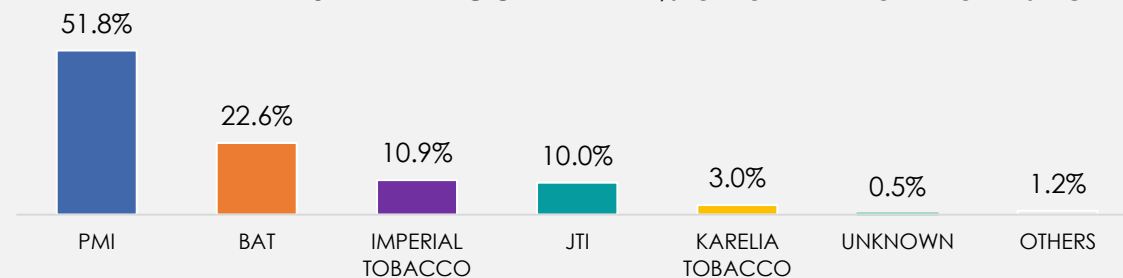
OTHER NON-DOMESTIC: BREAKDOWN

NON-DOMESTIC INCIDENCE % OF TOTAL SAMPLE



Total: 48,835 sticks (2,179 packs)

SPLIT BY COMPANY % OF OTHER NON-DOMESTIC



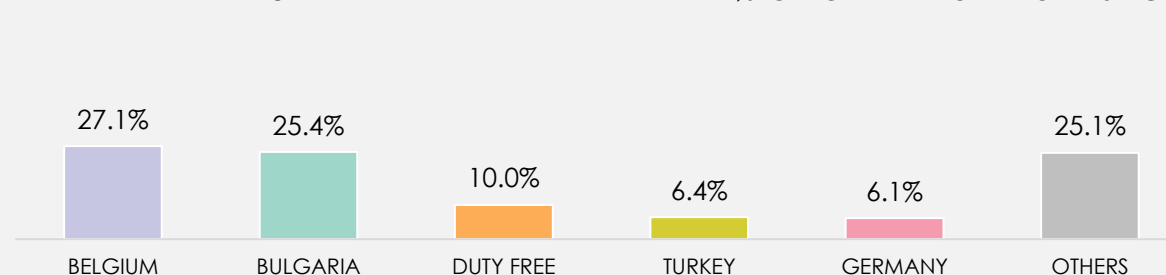
Others ▼ e.g.

GRODNO TOBACCO FACTORY	0.3%
H. VAN LANDEWYCK	0.3%
PM USA	0.1%
NBMB	0.1%
KT&G	0.1%
REWE-HANDELSGRUPPE GMBH	0.1%
EUROPEAN TOBACCO	0.0%

SPLIT BY MAIN BRAND (TOP 5) % OF OTHER NON-DOMESTIC SAMPLE

MARLBORO	33.6%	PALL MALL	11.5%	DAVIDOFF	7.6%	CAMEL	5.4%	KARELIA	2.0%	GT	0.3%
L&M	8.5%	LUCKY STRIKE	3.1%	JOHN PLAYER SPECIAL	2.0%	WINSTON	3.0%	OME	1.0%	PRESIDENT	0.1%
PARLIAMENT	6.5%	ROTHMANS	3.0%	GAULOISES	0.7%	SOBRANIE	1.1%			1,69	0.0%
CHESTERFIELD	2.2%	DUNHILL	2.7%	WEST	0.2%	LD	0.2%			A1	0.0%
PHILIP MORRIS	0.5%	KENT	1.0%	LAMBERT & BUTLER	0.1%	BENSON & HEDGES	0.1%				

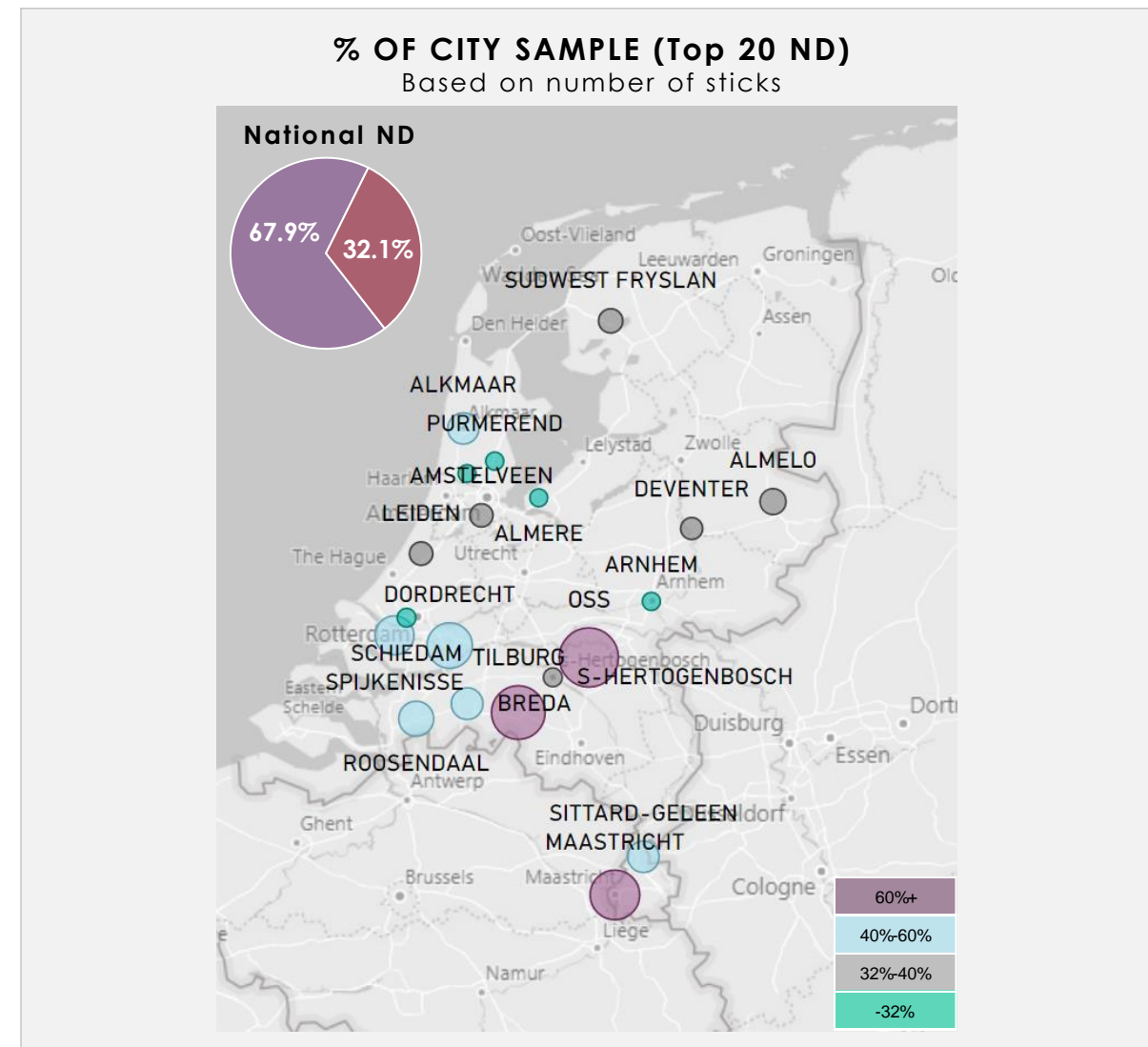
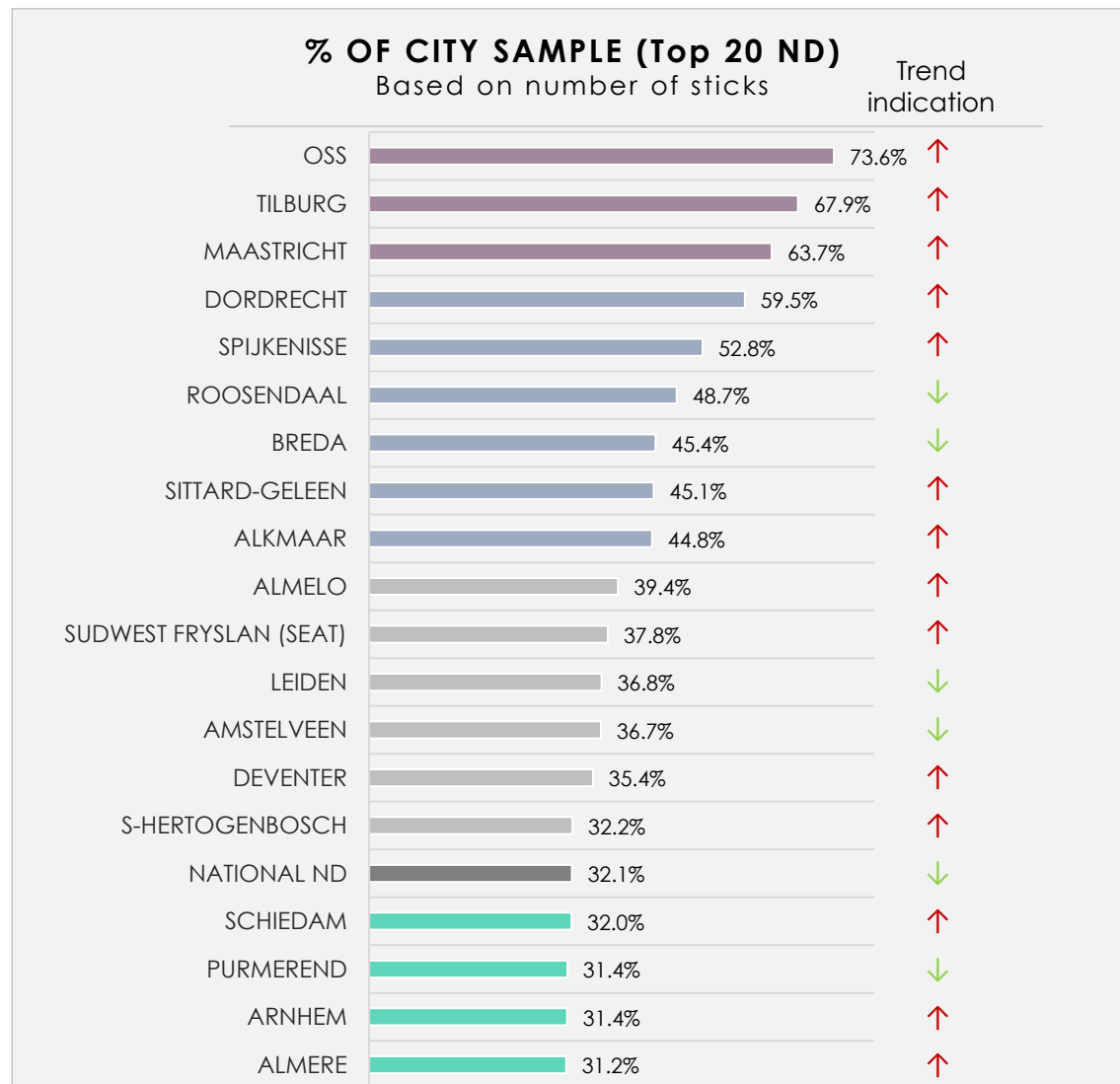
SPLIT BY MARKET VARIANT % OF OTHER NON-DOMESTIC SAMPLE



Main Others ▼ e.g.

LUXEMBOURG	3.8%
POLAND	3.0%
SPAIN	2.2%
ITALY	2.1%
GREECE	2.1%
FRANCE	1.2%
ROMANIA	1.2%

NON-DOMESTIC: BY CITY



NON-DOMESTIC: BY MAIN BRAND FAMILY & CITY (TOP 10)

% OF TOTAL SAMPLE Based on number of sticks

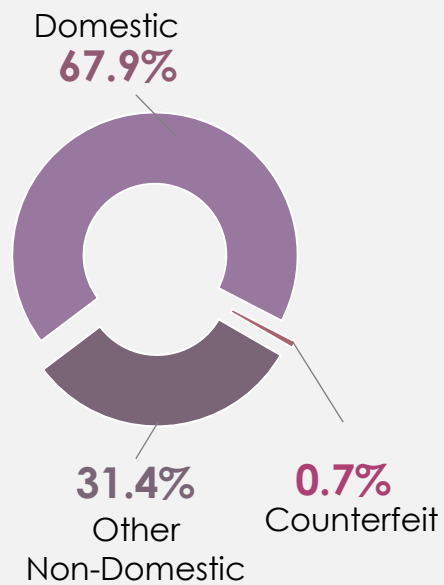
— Total: 155,628 sticks (7,000 packs).

NON-DOMESTIC (TOP 10 CITIES)

	COUNTERFEIT	MARLBORO (PMI)	PALL MALL (BAT)	L&M (PMI)	DAVIDOFF (IMPERIAL TOBACCO)	OTHERS	TOTAL	2021 Q3	2020 Q4
AMSTERDAM	0.1%	1.1%	—	0.1%	0.3%	1.0%	2.5%	3.6%	1.9%
ROTTERDAM	0.1%	0.7%	0.0%	0.2%	0.3%	1.1%	2.4%	2.7%	2.1%
TILBURG	0.0%	0.6%	0.5%	0.4%	0.1%	0.6%	2.1%	1.1%	0.7%
THE HAGUE	0.1%	0.6%	0.0%	0.1%	0.1%	0.7%	1.7%	3.0%	0.7%
MAASTRICHT	0.0%	0.1%	0.9%	—	—	0.2%	1.2%	0.6%	0.2%
UTRECHT	0.0%	0.5%	0.0%	0.1%	0.1%	0.5%	1.2%	1.1%	1.1%
BREDA	0.0%	0.3%	0.3%	0.2%	0.1%	0.3%	1.1%	2.0%	0.4%
OSS	0.0%	0.1%	0.6%	0.1%	0.0%	0.2%	1.1%	0.4%	0.2%
DORDRECHT	0.0%	0.3%	0.3%	0.1%	—	0.2%	1.0%	0.5%	0.2%
EINDHOVEN	0.0%	0.4%	0.0%	0.1%	0.0%	0.3%	0.9%	0.7%	0.3%
OTHERS	0.4%	5.9%	0.9%	1.2%	1.5%	7.0%	17.0%	19.4%	8.0%
TOTAL	0.7%	10.6%	3.6%	2.7%	2.4%	12.2%	32.1%	35.2%	15.8%
2021 Q3	0.9%	12.3%	0.4%	4.5%	1.8%	15.3%	35.2%		
2020 Q4	0.8%	6.4%	0.7%	1.1%	0.3%	6.4%	15.8%		

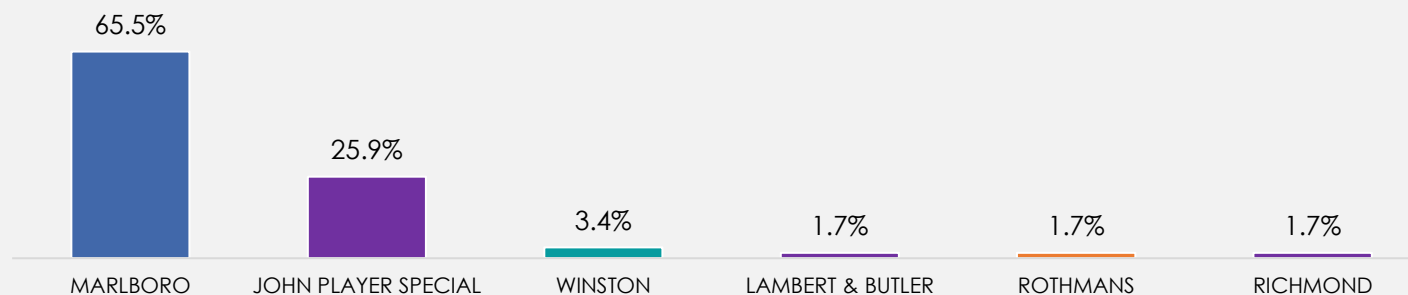
COUNTERFEIT: BREAKDOWN

NON-DOMESTIC INCIDENCE % OF TOTAL SAMPLE

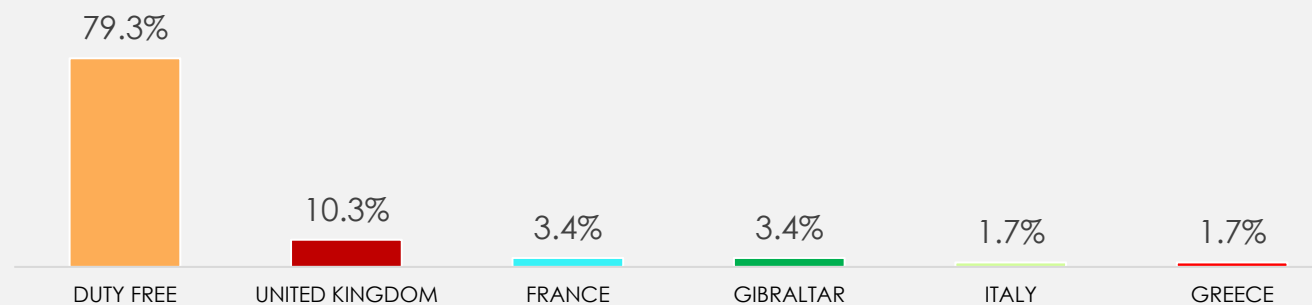


Total: 1,160 sticks (58 packs)

SPLIT BY MAIN BRAND % OF COUNTERFEIT SAMPLE



SPLIT BY LABELLING (MARKET VARIANT) % OF COUNTERFEIT SAMPLE



COUNTERFEIT: BY MAIN BRAND FAMILY & CITY (TOP 10)

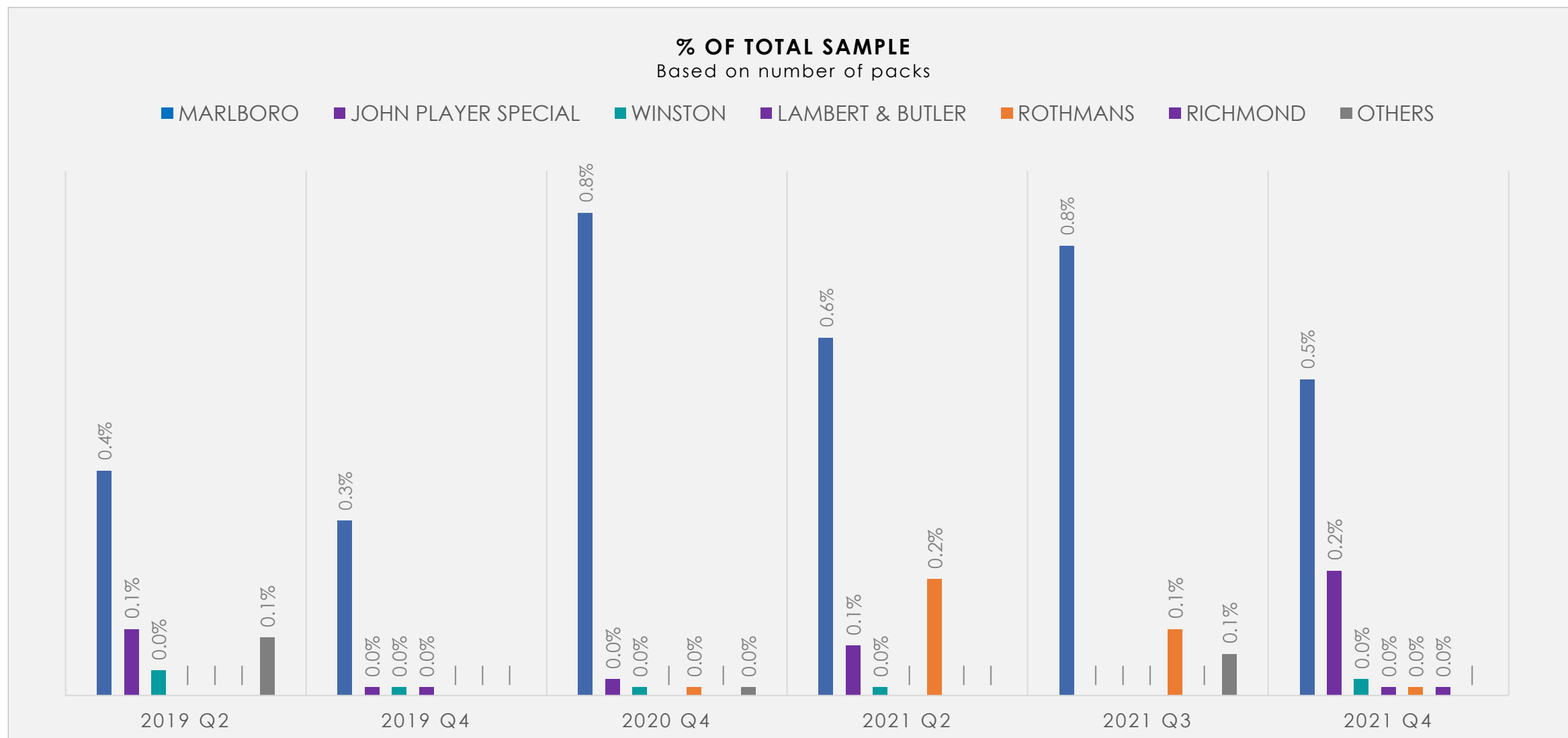
% OF TOTAL SAMPLE Based on number of sticks

— Total: 154,997 sticks (7,000 packs)

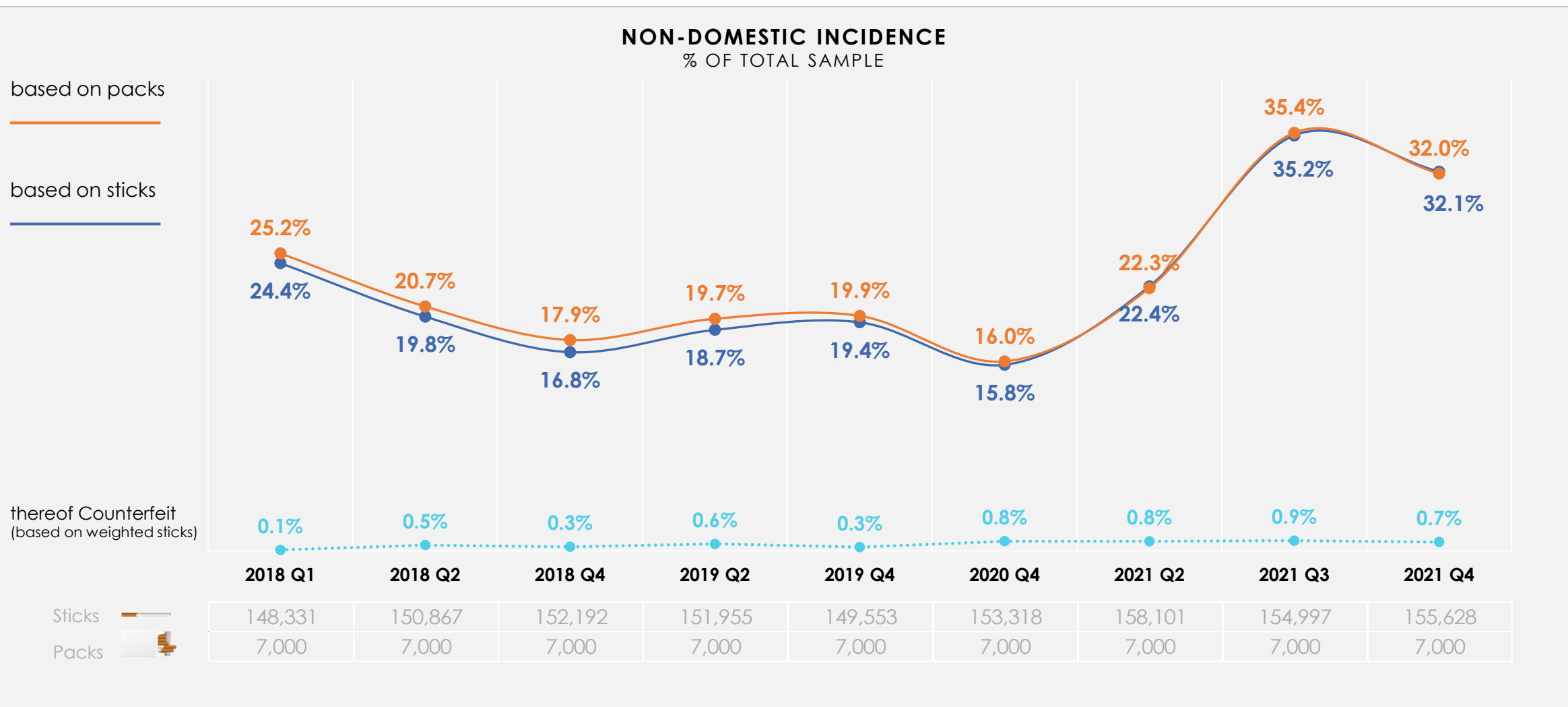
COUNTERFEIT (TOP 10 CITIES)

	MARLBORO (PMI)	JOHN PLAYER SPECIAL (IMPERIAL TOBACCO)	WINSTON (JTI)	LAMBERT & BUTLER (IMPERIAL TOBACCO)	OTHERS	TOTAL	2021 Q3	2020 Q4
AMSTERDAM	0.0%	—	0.0%	—	—	0.1%	0.1%	0.0%
THE HAGUE	0.0%	0.0%	—	—	0.0%	0.1%	0.0%	0.0%
ROTTERDAM	0.0%	0.0%	—	—	—	0.1%	0.1%	0.1%
ALMERE	0.0%	0.0%	—	—	—	0.0%	0.0%	—
ARNHEM	0.0%	0.0%	—	—	—	0.0%	—	0.0%
EDE	0.0%	0.0%	—	—	—	0.0%	0.0%	0.0%
UTRECHT	0.0%	—	—	—	—	0.0%	0.0%	0.0%
DELFT	0.0%	—	—	—	—	0.0%	—	0.0%
EINDHOVEN	0.0%	0.0%	—	—	—	0.0%	0.1%	0.1%
ENSCHDEDE	0.0%	—	—	—	—	0.0%	0.1%	—
OTHERS	0.2%	0.1%	—	0.0%	0.0%	0.3%	0.5%	0.5%
TOTAL	0.5%	0.2%	0.0%	0.0%	0.0%	0.7%	0.9%	0.8%
2021 Q3	0.7%	—	—	—	0.2%	0.9%		
2020 Q4	0.8%	0.0%	0.0%	—	0.0%	0.8%		

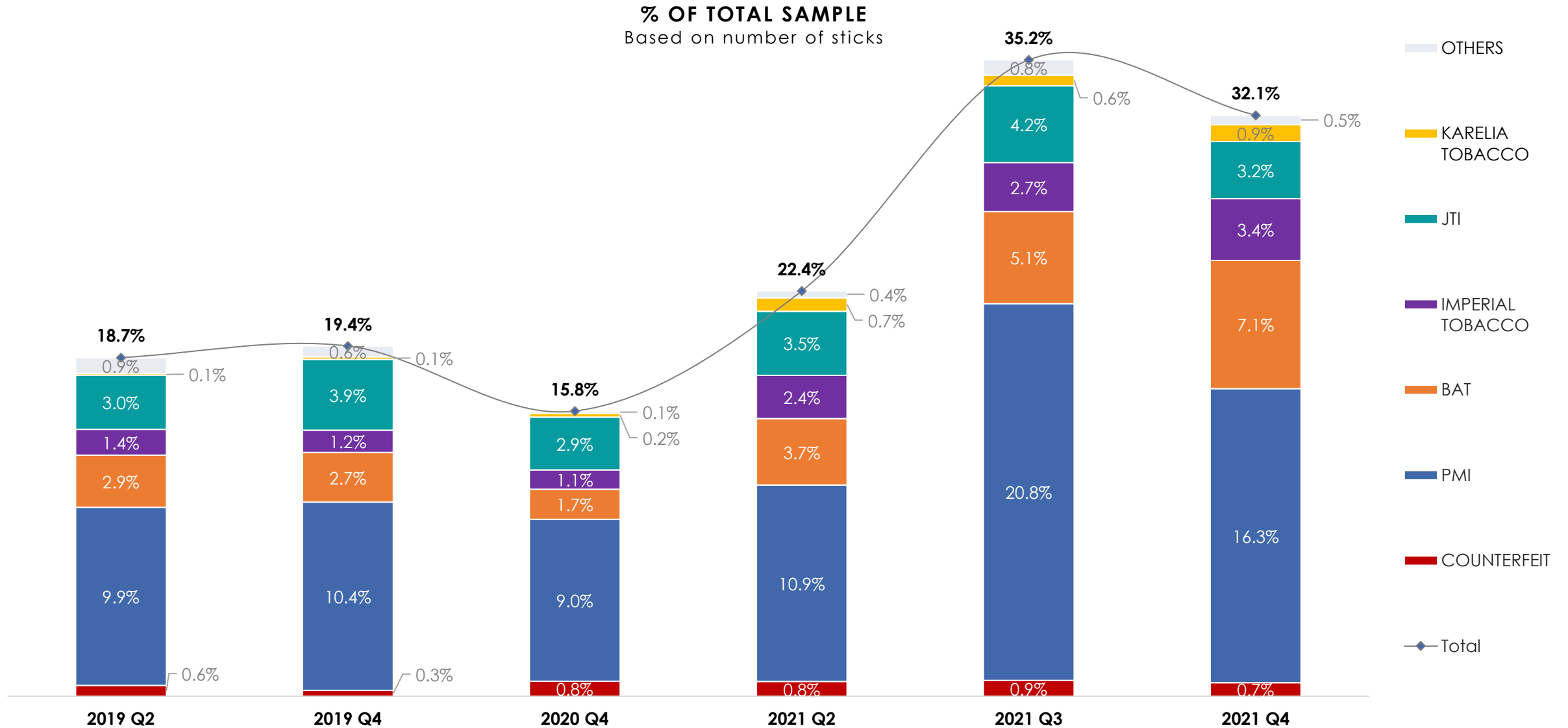
COUNTERFEIT: BRAND FAMILY TREND



NON-DOMESTIC: INCIDENCE TREND

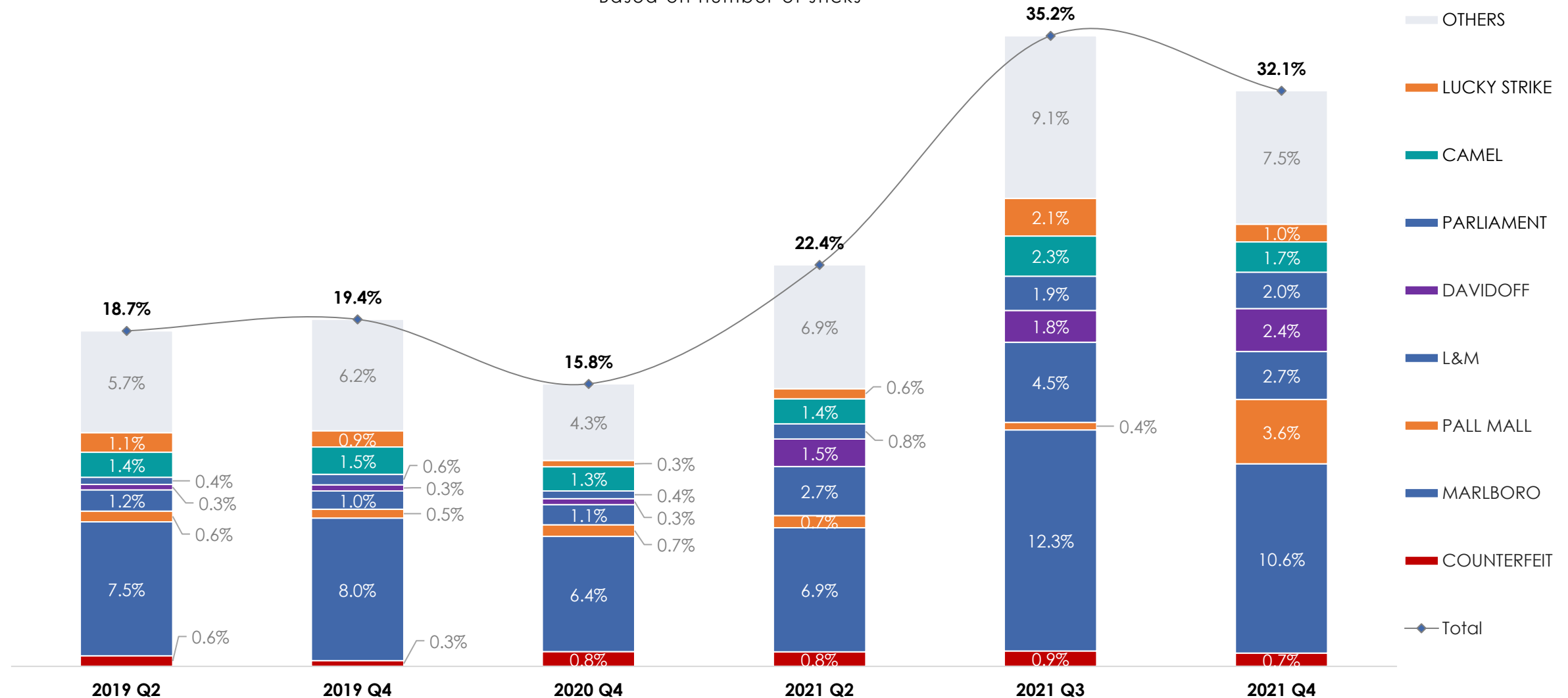


NON-DOMESTIC: COMPANY TREND

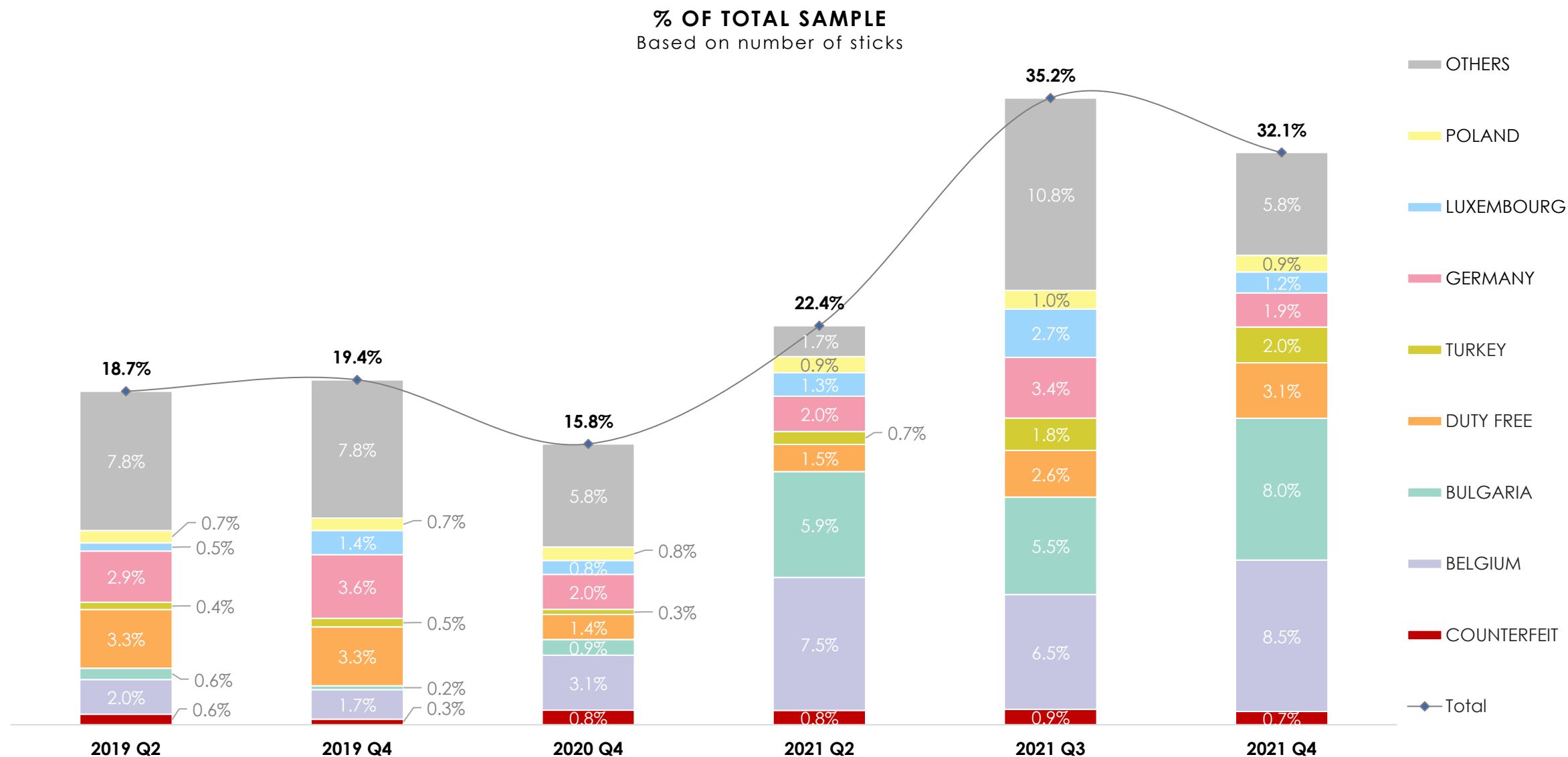


NON-DOMESTIC: BRAND FAMILY TREND

% OF TOTAL SAMPLE
Based on number of sticks



NON-DOMESTIC: MARKET VARIANT TREND



NON-DOMESTIC: CITY TREND (1/2)

SAMPLE			NON-DOMESTIC INCIDENCE PER CITY						
CITY	PACKS	STICKS	2018 Q4	2019 Q2	2019 Q4	2020 Q4	2021 Q2	2021 Q3	2021 Q4
OSS	79	2,271	21.9%	41.4%	3.8%	17.0%	6.7%	38.0%	73.6%
TILBURG	194	4,898	14.5%	7.8%	16.7%	24.9%	41.3%	38.6%	67.9%
MAASTRICHT	113	2,990	11.6%	13.0%	21.7%	12.2%	62.5%	36.5%	63.7%
DORDRECHT	110	2,581	13.7%	21.8%	21.1%	13.9%	10.1%	32.4%	59.5%
SPIJKENISSE	67	1,474	11.0%	16.4%	18.1%	11.3%	23.9%	35.2%	52.8%
ROOSENDAAL	72	1,692	10.5%	10.1%	20.7%	27.6%	62.3%	71.4%	48.7%
BREDA	166	3,873	11.9%	15.3%	24.9%	17.6%	29.3%	65.3%	45.4%
SITTARD-GELEEN	87	2,055	17.0%	9.0%	18.2%	6.3%	41.1%	42.2%	45.1%
ALKMAAR	88	2,133	10.5%	26.6%	12.3%	6.3%	13.8%	28.2%	44.8%
ALMELO	68	1,537	35.0%	20.7%	20.9%	32.6%	35.9%	24.0%	39.4%
SUDWEST FRYSLAN (SEAT)	77	1,688	13.4%	15.4%	5.2%	7.8%	36.9%	16.1%	37.8%
LEIDEN	111	2,349	10.4%	18.7%	22.0%	10.1%	16.0%	51.2%	36.8%
AMSTELVEEN	78	1,741	14.7%	30.5%	17.0%	22.2%	20.3%	45.4%	36.7%
DEVENTER	92	2,035	19.4%	20.5%	19.1%	17.7%	28.2%	24.7%	35.4%
S-HERTOGENBOSCH	133	3,166	10.4%	0.7%	7.7%	5.5%	13.1%	14.1%	32.2%
SCHIEDAM	71	1,539	13.0%	25.5%	24.5%	14.0%	32.7%	23.8%	32.0%
PURMEREND	74	1,593	7.2%	19.1%	11.2%	18.6%	36.9%	50.5%	31.4%
ARNHEM	139	3,245	8.6%	6.0%	17.4%	15.4%	28.9%	19.1%	31.4%
ALMERE	182	4,043	28.4%	27.0%	34.9%	13.5%	13.8%	28.2%	31.2%
ZAANSTAD	139	3,077	23.2%	17.6%	30.3%	7.4%	12.4%	31.2%	31.0%
EINDHOVEN	203	4,639	9.1%	11.7%	17.8%	9.0%	40.5%	25.7%	30.5%
ROTTERDAM	573	12,265	7.6%	20.0%	17.0%	25.4%	18.2%	33.7%	30.2%
ALPHEN AAN DEN RIJN	68	1,439	6.3%	32.8%	22.9%	—	16.1%	48.3%	30.1%
VLAARDINGEN	67	1,398	5.5%	21.7%	15.9%	6.9%	14.0%	29.1%	29.9%
HELMOND	83	1,795	19.6%	24.0%	12.1%	17.7%	16.1%	19.8%	29.8%

NON-DOMESTIC: CITY TREND (2/2)

CITY	PACKS	STICKS	2018 Q4	2019 Q2	2019 Q4	2020 Q4	2021 Q2	2021 Q3	2021 Q4
VENLO	93	1,933	16.8%	10.4%	22.5%	22.8%	36.6%	37.3%	29.5%
AMERSFOORT	139	2,939	10.4%	27.0%	22.2%	9.0%	21.3%	32.9%	29.0%
EDE	102	2,309	21.3%	4.2%	6.0%	18.0%	33.0%	29.1%	28.9%
HOORN	67	1,428	11.1%	24.9%	2.7%	7.8%	40.8%	30.9%	28.6%
HILVERSUM	80	1,799	14.1%	31.4%	23.8%	31.9%	26.1%	38.7%	28.1%
UTRECHT	299	6,473	23.5%	23.4%	17.8%	25.1%	23.1%	27.1%	27.9%
LEEWARDEN (LJOUWERT)	89	1,889	26.0%	26.6%	12.3%	14.5%	14.1%	26.7%	27.7%
GOUDA	67	1,416	23.6%	22.6%	23.0%	23.3%	13.2%	31.2%	27.5%
ZWOLLE	114	2,486	24.0%	32.5%	17.3%	12.3%	28.2%	27.1%	27.2%
ZOETERMEER	114	2,433	10.5%	16.0%	18.8%	5.5%	29.3%	47.1%	26.3%
THE HAGUE	470	10,112	9.5%	19.2%	18.0%	10.6%	16.7%	44.2%	25.8%
EMMEN	101	2,300	9.9%	5.3%	27.4%	17.3%	25.9%	23.1%	25.7%
GRONINGEN	182	3,965	32.9%	2.6%	9.5%	8.7%	8.4%	18.9%	25.6%
NIJMEGEN	155	3,413	36.8%	5.1%	16.5%	12.0%	15.7%	50.3%	25.5%
APELDOORN	146	3,214	12.1%	15.9%	15.3%	14.4%	32.0%	38.3%	25.1%
LELYSTAD	70	1,592	30.3%	25.0%	19.4%	18.3%	25.7%	37.1%	25.1%
AMSTERDAM	743	15,858	22.6%	28.1%	28.0%	17.6%	7.4%	35.2%	24.5%
HAARLEMMERMEER	134	3,051	31.3%	16.3%	18.1%	10.1%	9.6%	35.0%	23.7%
LEIDSCHENDAM-VOORBURG	67	1,411	7.8%	17.5%	21.7%	9.6%	15.8%	38.2%	23.0%
HAARLEM	142	3,174	36.5%	22.2%	17.8%	15.9%	17.7%	23.6%	22.3%
HEERLEN	83	1,865	15.1%	17.9%	6.5%	7.5%	42.2%	21.9%	20.8%
HENGEL	75	1,629	36.9%	7.4%	17.3%	26.2%	24.5%	31.7%	20.7%
WESTLAND (SEAT))	95	2,083	11.8%	22.1%	19.3%	14.7%	19.5%	46.8%	20.2%
ENSCHDE	147	3,323	14.2%	12.2%	27.9%	16.8%	32.8%	40.8%	19.1%
DELFT	92	2,017	3.9%	20.3%	30.5%	25.3%	16.7%	55.9%	17.4%
TOTAL SAMPLE	7,000	155,628	16.8%	18.7%	19.4%	15.8%	22.4%	35.2%	32.1%



04.












APPENDIX

QUARTER 4, 2021

TOTAL SAMPLE: DETAILS PER COMPANY

NUMBER OF STICKS PER CATEGORY AND COMPANY

IN % OF COMPANY TOTAL

					Domestic	Genuine Non- Domestic	Non- Domestic	Counterfeit
		104,002	74.9%	24.3%	—	0.7%		
		22,534	78.1%	21.8%	—	0.2%		
		17,737	37.7%	62.2%	—	0.1%		
		8,815	35.8%	60.4%	—	3.9%		
		1,500	2.7%	—	97.3%	—		
OTHERS		1,040	22.4%	—	77.6%	—		



TOTAL SAMPLE: DETAILS PER BRAND FAMILY

NUMBER OF STICKS PER CATEGORY AND BRAND FAMILY					IN % OF BRAND FAMILY TOTAL			
					Domestic	Genuine Non-Domestic	Non-Domestic	Counterfeit
MARLBORO (PMI)	72,211	16,429	760	89,400	80.8%	18.4%	—	0.9%
CAMEL (JTI)	14,275	2,630		16,905	84.4%	15.6%	—	—
L&M (PMI)	5,158	4,168		9,326	55.3%	44.7%	—	—
PALL MALL (BAT)	1,765	5,597		7,362	24.0%	76.0%	—	—
DAVIDOFF (ITL)	1,360	3,720		5,080	26.8%	73.2%	—	—
WINSTON (JTI)	3,094	1,472	40	4,606	67.2%	32.0%	—	0.9%
LUCKY STRIKE (BAT)	2,248	1,531		3,779	59.5%	40.5%	—	—
PARLIAMENT (PMI)	3,160			3,160	-	100.0%	—	—
KENT (BAT)	1,968	480		2,448	80.4%	19.6%	—	—
OTHERS	3,554	7,381	2,267	13,562	26.2%	54.4%	16.7%	2.7%

NON-DOMESTIC: TREND TOTAL COMPANY SAMPLE

NON-DOMESTIC INCIDENCE BY COMPANY – TREND

% OF TOTAL COMPANY SAMPLE

		PMI	JTI	BAT	IMPERIAL TOBACCO	OTHERS
2021 Q4	N (Sticks) 	104,002	22,534	17,737	8,815	2,540
	Packs 	4,735	1,030	703	407	125
	Non-Domestic	—	—	—	—	89.3%
	Counterfeit	0.7%	0.2%	0.1%	3.9%	—
	Genuine non-domestic	24.3%	21.8%	62.2%	60.4%	—
	Non-Domestic	—	—	—	57.3%	85.9%
	Counterfeit	1.1%	—	1.1%	—	—
	Genuine non-domestic	30.1%	29.3%	52.0%	—	—
2021 Q3						
	Non-Domestic	—	—	—	57.3%	85.9%
	Counterfeit	1.1%	—	1.1%	—	—
2020 Q4						
	Non-Domestic	—	—	—	—	43.1%
	Counterfeit	1.1%	0.1%	0.3%	0.7%	—
	Genuine non-domestic	12.7%	17.6%	20.8%	27.5%	—

OTHER NON-DOMESTIC: PACK EXAMPLES

Brand	OME	GT	MINSK
Company	KARELIA TOBACCO	UNKNOWN	GRODNO TOBACCO FACTORY
Market variant	BULGARIA	DUTY FREE	BELARUS
			

AGENCY CONTACTS



Head of BI

Tomer Touati

Tomer.Touati@wspm.org

+1-917-250-3056



Survey Project Manager

Yaki Hepstein

Yaki.Hepstein@wspm.org

+357-22-030-084



COO

Tami Vansower

Tami.Vansower@wspm.org

+357-22-030-084



CEO

Daniel Touati

Daniel.Touati@wspm.org

+972-54-433-9200



WSPM GROUP

THANK YOU