WSPM GROUP

EMPTY PACKS SURVEY

NETHERLANDS Q2 2026

October 2026

CONTENTS

EMPTY PACK SURVEY RESULTS Q2 2026: NETHERLANDS

01. EXECUTIVE SUMMARY

02. METHODOLOGY

03. KEY RESULTS

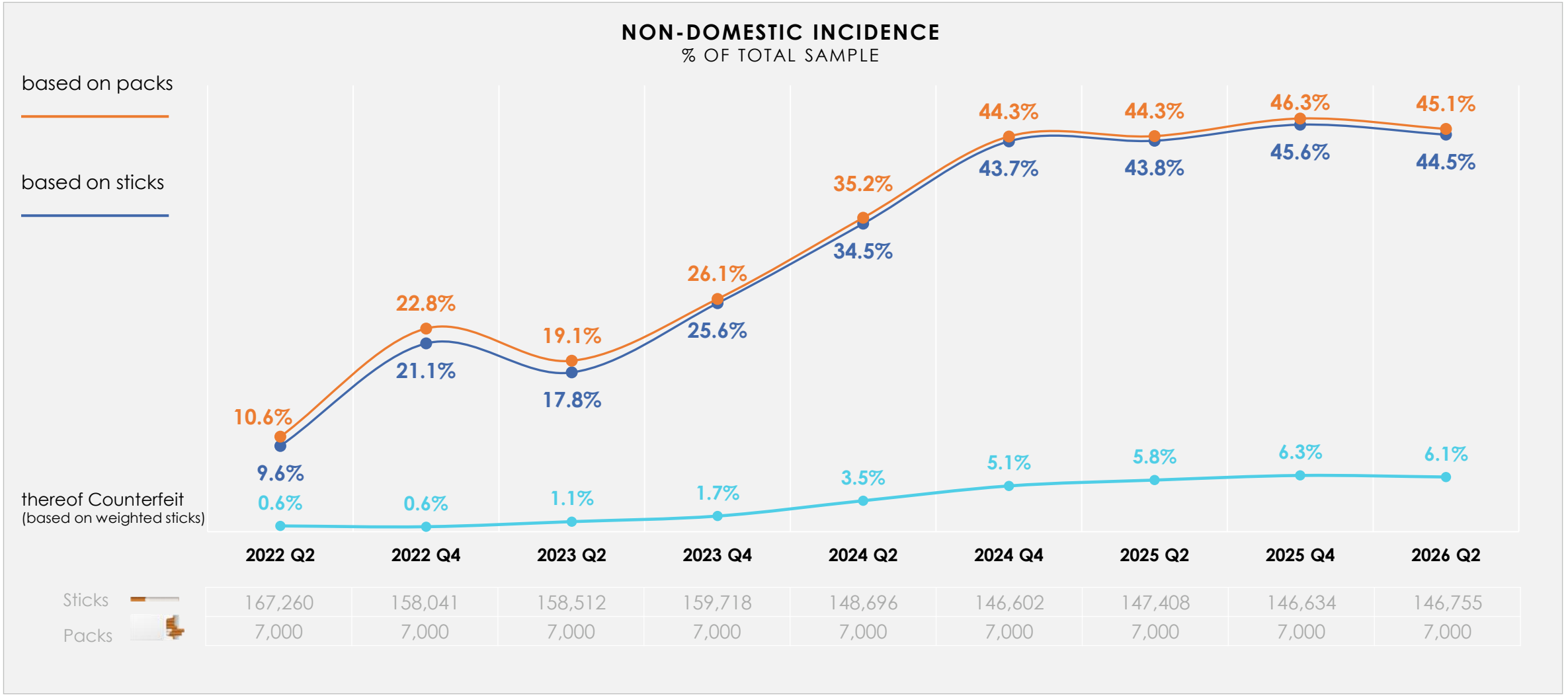
04. APPENDIX

01.

EXECUTIVE SUMMARY

QUARTER 2, 2026

EXECUTIVE SUMMARY: NON-DOMESTIC TREND



	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
Sticks	167,260	158,041	158,512	159,718	148,696	146,602	147,408	146,634	146,755
Packs	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000

TOTAL SAMPLE = DOMESTIC AND NON-DOMESTIC PACKS

EXECUTIVE SUMMARY: KEY MESSAGES

Industry overview

- **Non-domestic incidence** decreased to **44.5%** (vs 45.6% in Q4 2025, 43.8% in Q2 2025).
- **Counterfeit incidence** decreased to **6.1%** (6.3%, 5.8%).
- **Main non-domestic brands** found were (excl. counterfeit):
  - **MARLBORO** (PMI) with **19.5%** of all packs collected (19.3%, 18.9%).
  - **CAMEL** (JTI) with **4.8%** (4.9%, 5.0%).
  - **WINSTON** (JTI) with **3.0%** (3.1%, 2.9%).
- **Main non-domestic market variants** found were (excl. counterfeit):
  - **DUTY FREE** with **6.6%** of all packs collected (7.9%, 6.1%).
  - **GERMANY** with **4.9%** (4.3%, 5.1%).
  - **SPAIN** with **4.0%** (2.4%, 3.5%).
- **At city level,** the highest non-domestic incidence was found in **GOUDA** at **63.8%** (58.1%, 29.2%), in **ROOSENDAAL** at **58.5%** (48.9%, 46.4%), and **DORDRECHT** at **55.0%** (38.1%, 36.1%).

EXECUTIVE SUMMARY: KEY VARIANCES

% OF TOTAL SAMPLE Based on number of sticks

Total: 146,755 sticks (7,000 packs).

	Q2 2026	Q4 2025	Q2 2025
NON-DOMESTIC INCIDENCE	**44.5%**	45.6%	43.8%
MAIN MARKET VARIANTS (excl. counterfeit)			
DUTY FREE	**6.6%**	7.9%	6.1%
GERMANY	**4.9%**	4.3%	5.1%
SPAIN	**4.0%**	2.4%	3.5%
MAIN BRAND FAMILIES (excl. counterfeit)			
MARLBORO (PMI)	**19.5%**	19.3%	18.9%
CAMEL (JTI)	**4.8%**	4.9%	5.0%
WINSTON (JTI)	**3.0%**	3.1%	2.9%
MAIN CITIES (excl. counterfeit)			
GOUDA	**63.8%**	58.1%	29.2%
ROOSENDAAL	**58.5%**	48.9%	46.4%
DORDRECHT	**55.0%**	38.1%	36.1%
COUNTERFEIT INCIDENCE			
TOTAL COUNTERFEIT INCIDENCE	**6.1%**	6.3%	5.8%
PMI	**4.0%**	5.3%	4.7%
JTI	**1.8%**	0.7%	0.9%
BAT	**0.2%**	0.2%	0.1%
IMPERIAL TOBACCO	**0.0%**	0.1%	0.1%

EXECUTIVE SUMMARY: INFLOW MATRIX

% OF TOTAL SAMPLE Based on number of sticks

Total: 146,755 sticks (7,000 packs).

MAIN INFLOWS

	COUNTERFEIT	DUTY FREE	GERMANY	SPAIN	ITALY	TURKEY	OTHERS	**Total**	2025 Q4	2025 Q2
MARLBORO (PMI)	3.9%	3.6%	2.3%	2.8%	1.4%	1.2%	8.2%	**23.5%**	24.3%	23.5%
CAMEL (JTI)	—	0.9%	0.8%	0.5%	0.3%	0.1%	2.2%	**4.8%**	5.0%	5.0%
WINSTON (JTI)	1.8%	0.3%	0.3%	0.0%	0.4%	0.3%	1.6%	**4.8%**	3.7%	3.8%
L&M (PMI)	0.1%	0.3%	0.3%	0.2%	0.0%	0.0%	0.5%	**1.4%**	1.9%	1.4%
LUCKY STRIKE (BAT)	—	0.1%	0.3%	0.1%	0.1%	—	0.5%	**1.1%**	0.9%	0.9%
PARLIAMENT (PMI)	—	0.1%	0.1%	—	—	0.4%	0.4%	**1.0%**	1.6%	1.6%
OTHERS	0.3%	1.2%	0.9%	0.3%	0.5%	0.3%	4.3%	**7.8%**	8.2%	7.5%
Total	**6.1%**	**6.6%**	**4.9%**	**4.0%**	**2.8%**	**2.3%**	**17.7%**	**44.5%**	**45.6%**	**43.8%**

2025 Q4	6.3%	7.9%	4.3%	2.4%	2.1%	2.6%	19.9%	**45.6%**
2025 Q2	5.8%	6.1%	5.1%	3.5%	1.6%	2.9%	18.8%	**43.8%**

02.

METHODOLOGY

QUARTER 2, 2026

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

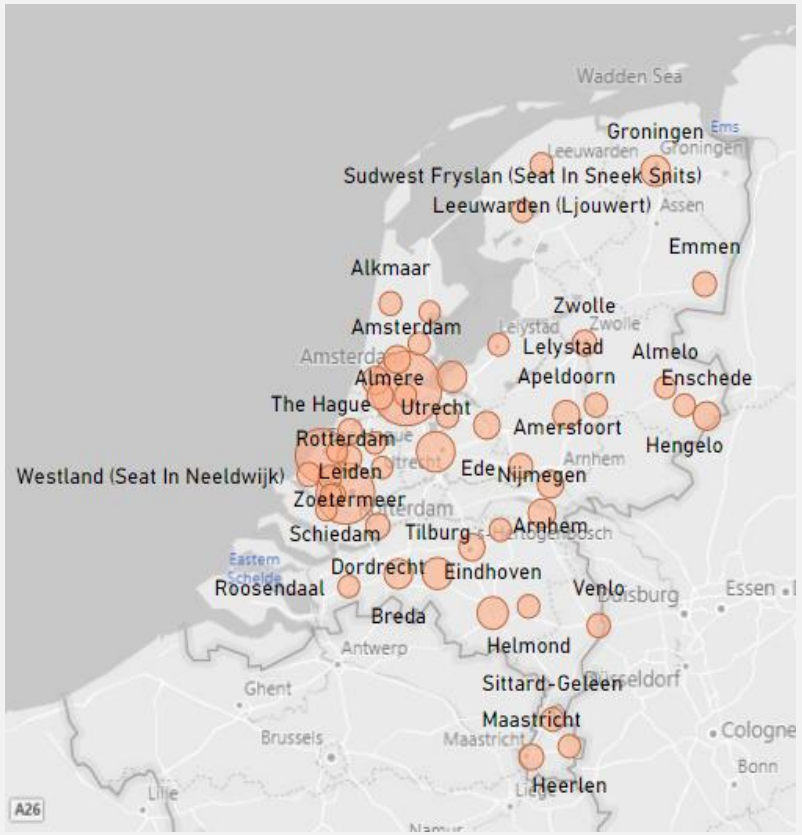
Fieldwork:
09 May – 12 Jun, 2026

REPORTING

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

GEOGRAPHY

- The largest 50 cities
- 44.9% coverage of population

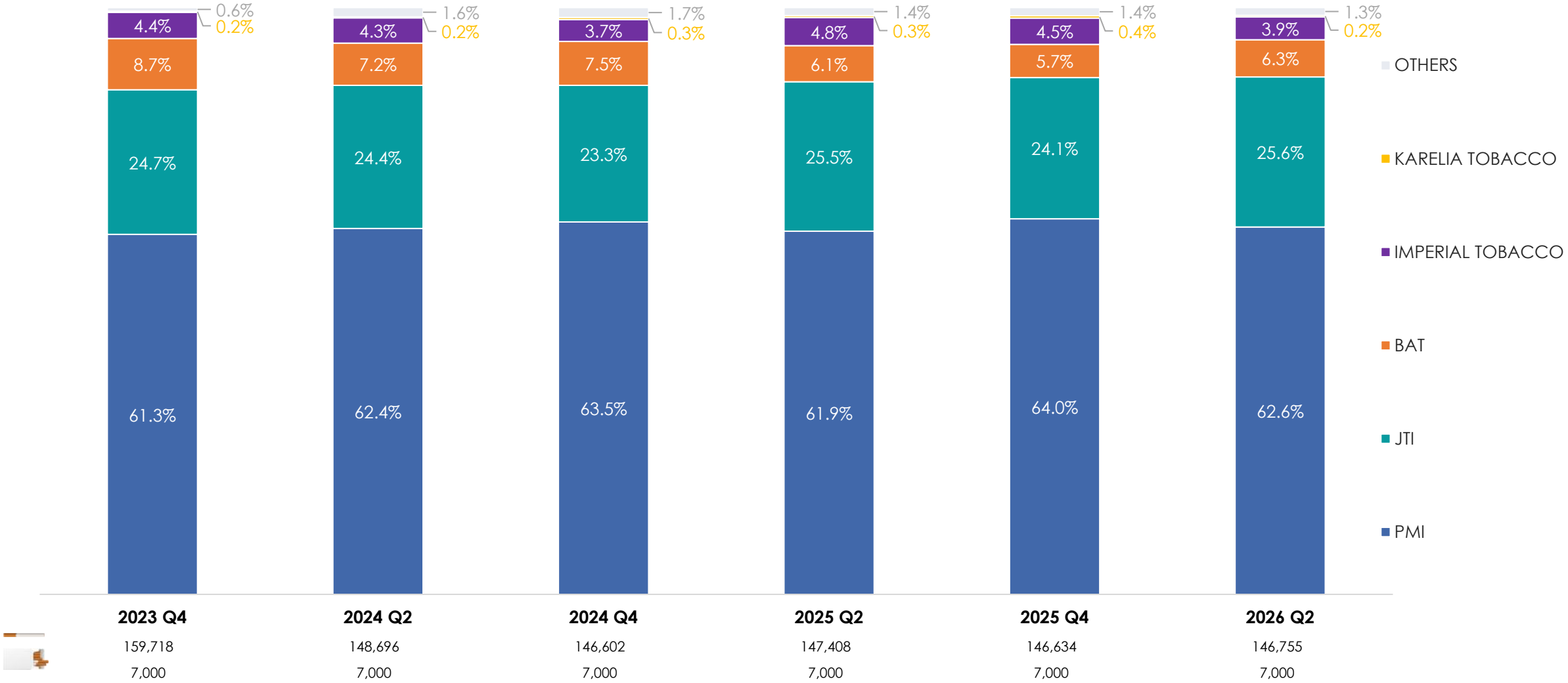


Region	Population Covered	Sample	Weighted Sample
Amsterdam	799,278	743	774
Rotterdam	616,294	573	562
The Hague	505,856	470	474
Utrecht	321,916	299	310
Eindhoven	218,433	203	204
Tilburg	208,527	194	192
Almere	195,213	182	187
Groningen	195,418	182	201
Breda	178,140	166	158
Nijmegen	166,382	155	153
Enschede	158,627	147	138
Apeldoorn	157,315	146	142
Haarlem	153,093	142	140
Arnhem	149,827	139	140
Amersfoort	149,662	139	136
Zaanstad	149,622	139	135
Haarlemmermee	144,153	134	137
S-Hertogenbosch	142,817	133	134
Zwolle	122,562	114	112
Zoetermeer	123,092	114	108
Maastricht	121,819	113	104
Leiden	119,800	111	107
Dordrecht	118,466	110	102
Ede	109,823	102	103
Emmen	108,392	101	92

Neeldwijk	102,698	95	96
Venlo	100,159	93	88
Deventer	98,581	92	87
Delft	99,097	92	90
Leeuwarden	95,949	89	108
Alkmaar	94,505	88	95
Sittard-Geleen	94,024	87	79
Helmond	89,023	83	80
Heerlen	88,747	83	74
Hilversum	86,017	80	79
Oss	84,861	79	80
Amstelveen	84,379	78	79
Seat (Sneek)	82,639	77	77
Hengelo	80,952	75	70
Purmerend	79,482	74	79
Roosendaal	77,155	72	66
Schiedam	76,216	71	68
Lelystad	75,778	70	70
Alphen Aan.	72,913	68	97
Almelo	72,729	68	63
Vlaardingen	70,905	67	64
Hoorn	71,360	67	64
Spijkenisse	72,375	67	74
Gouda	70,904	67	63
Leidschendam	72,588	67	66
Total Sample	7,528,563	7,000	7,000

SAMPLE COMPOSITION: SHARE BY COMPANY

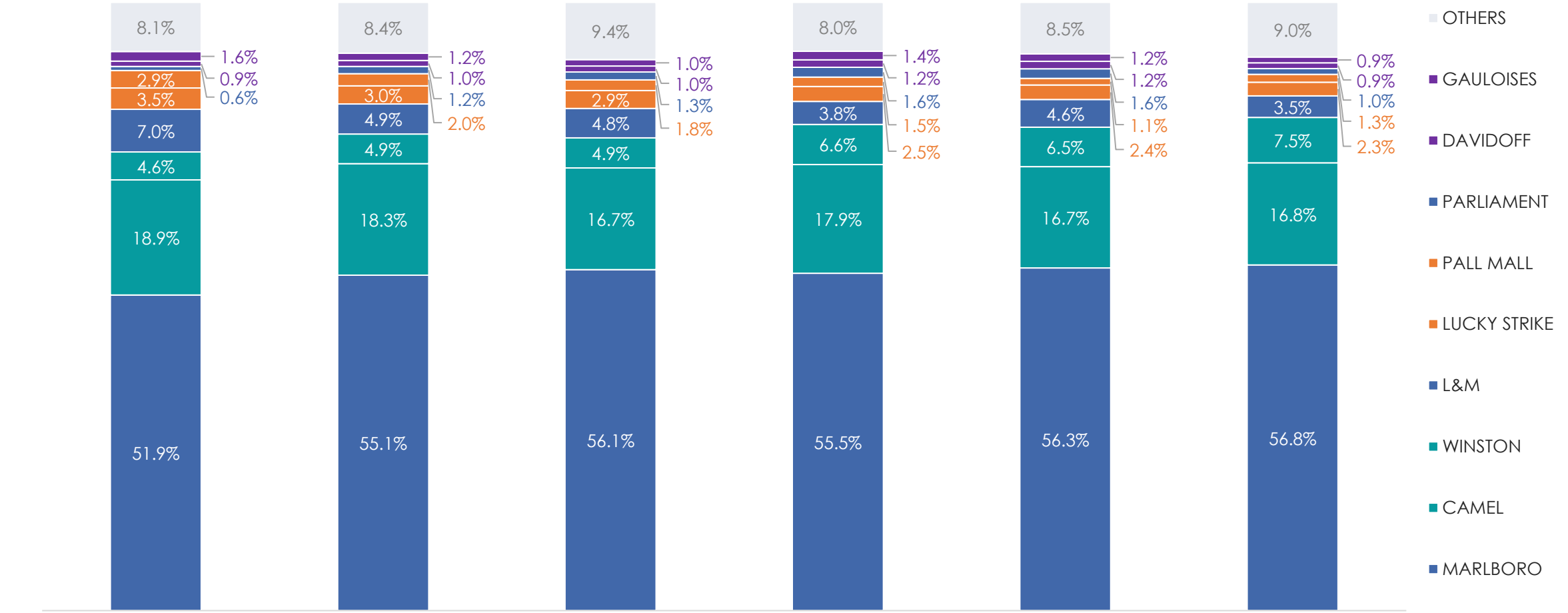
% OF TOTAL SAMPLE Based on number of sticks



	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
	159,718	148,696	146,602	147,408	146,634	146,755
	7,000	7,000	7,000	7,000	7,000	7,000

SAMPLE COMPOSITION: SHARE BY BRAND

% OF TOTAL SAMPLE Based on number of sticks



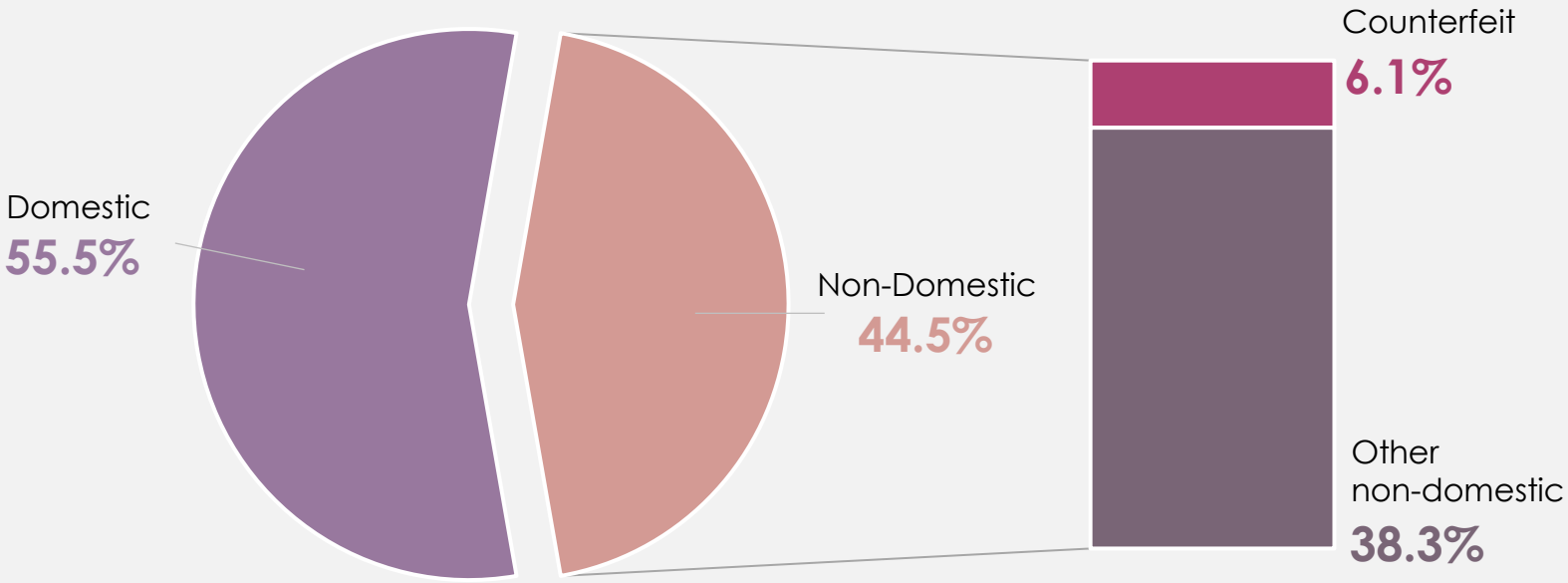
	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
	159,718	148,696	146,602	147,408	146,634	146,755
	7,000	7,000	7,000	7,000	7,000	7,000

03.

KEY RESULTS

QUARTER 2, 2026

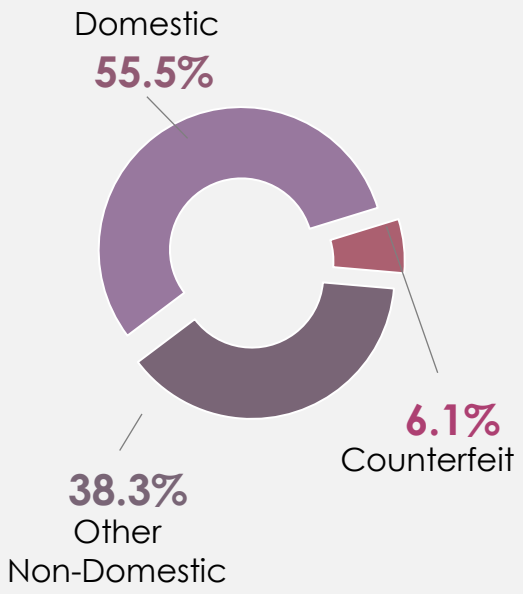
NON-DOMESTIC: CATEGORIES



Total: 146,755 sticks (7,000 packs).

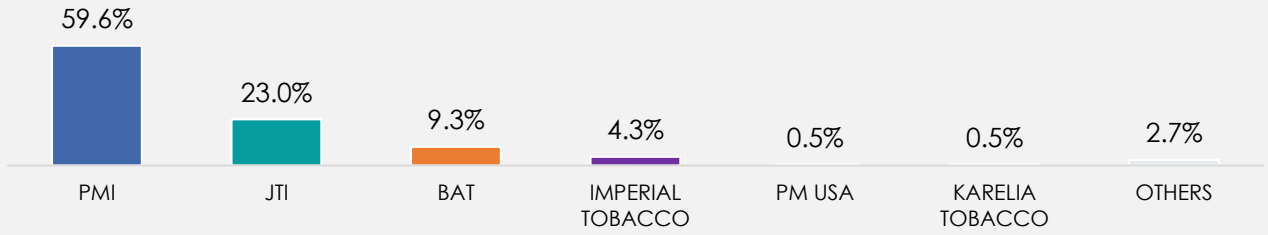
OTHER NON-DOMESTIC: BREAKDOWN

NON-DOMESTIC INCIDENCE
% OF TOTAL SAMPLE



Total: 56,276 sticks (2,709 packs)

SPLIT BY COMPANY % OF OTHER NON-DOMESTIC SAMPLE



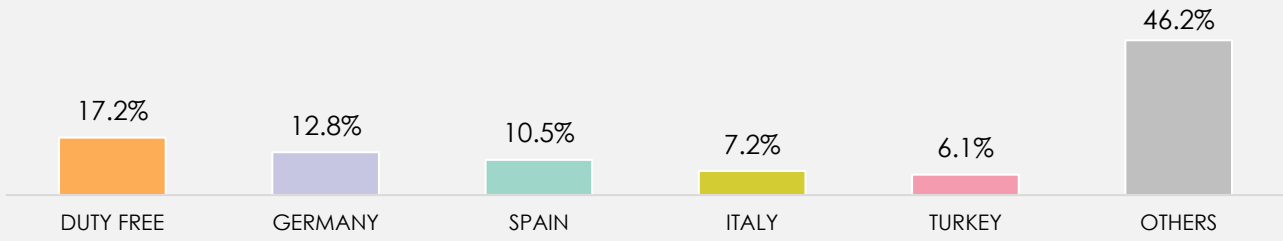
Main Others ▼ e.g.

H. VAN LANDEWYCK	0.4%
KT&G	0.4%
ITC LTD	0.3%
VON EICKEN	0.2%
KING'S TOBACCO	0.2%

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

MARLBORO	50.9%	CAMEL	12.6%	LUCKY STRIKE	2.9%	DAVIDOFF	1.7%	MARLBORO	0.5%	KARELIA	0.5%
L&M	3.4%	WINSTON	7.9%	KENT	1.5%	GAULOISES	0.8%	PARLIAMENT	0.0%	OME	0.1%
PARLIAMENT	2.5%	SOBRANIE	1.0%	DUNHILL	1.4%	JOHN PLAYER SPECIAL	0.4%				
CHESTERFIELD	1.2%	BENSON & HEDGES	0.5%	VOGUE	1.2%	LAMBERT & BUTLER	0.3%				
PHILIP MORRIS	0.8%	STERLING	0.3%	PALL MALL	0.9%	WEST	0.2%				

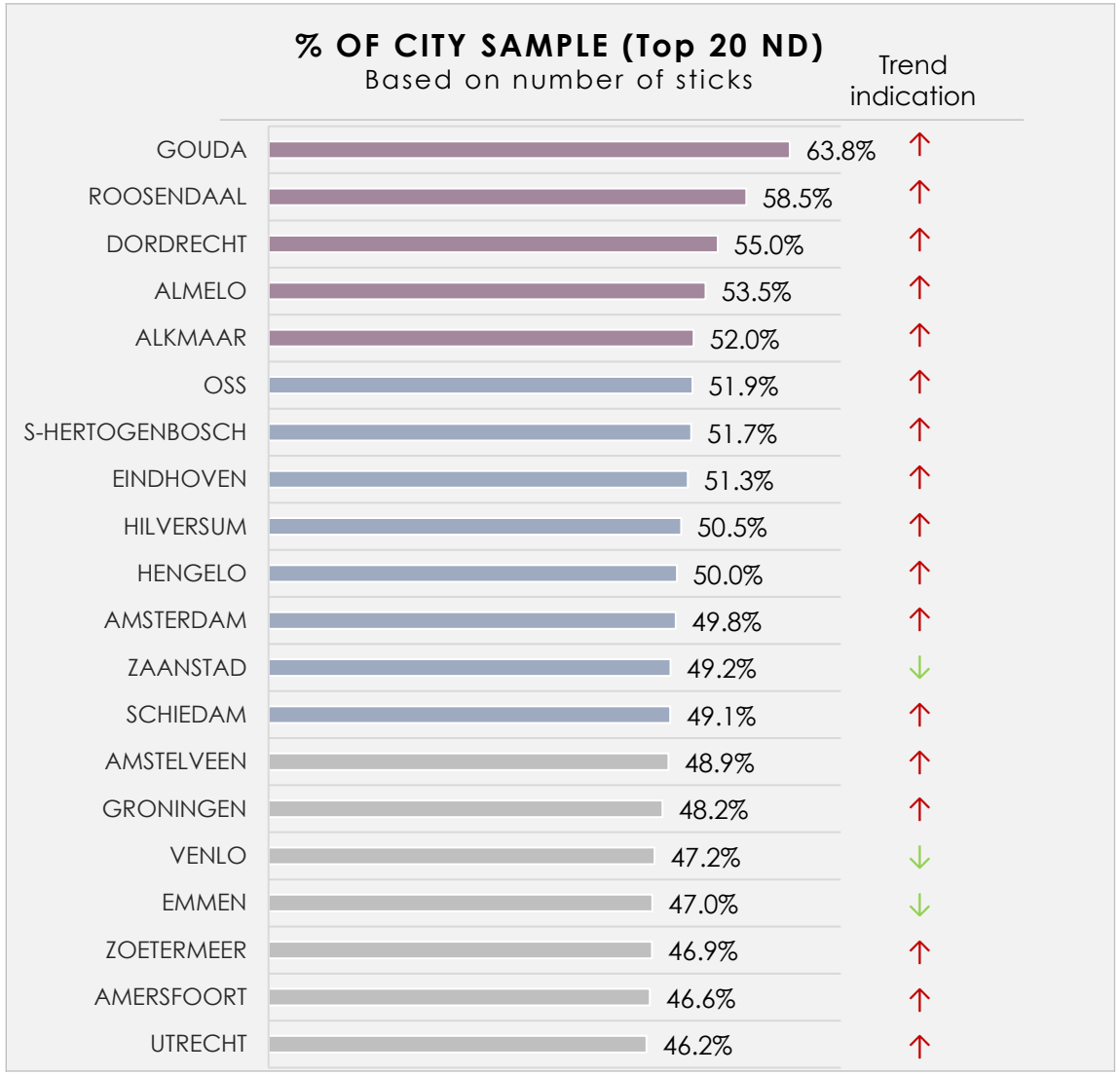
SPLIT BY MARKET VARIANT % OF OTHER NON-DOMESTIC SAMPLE

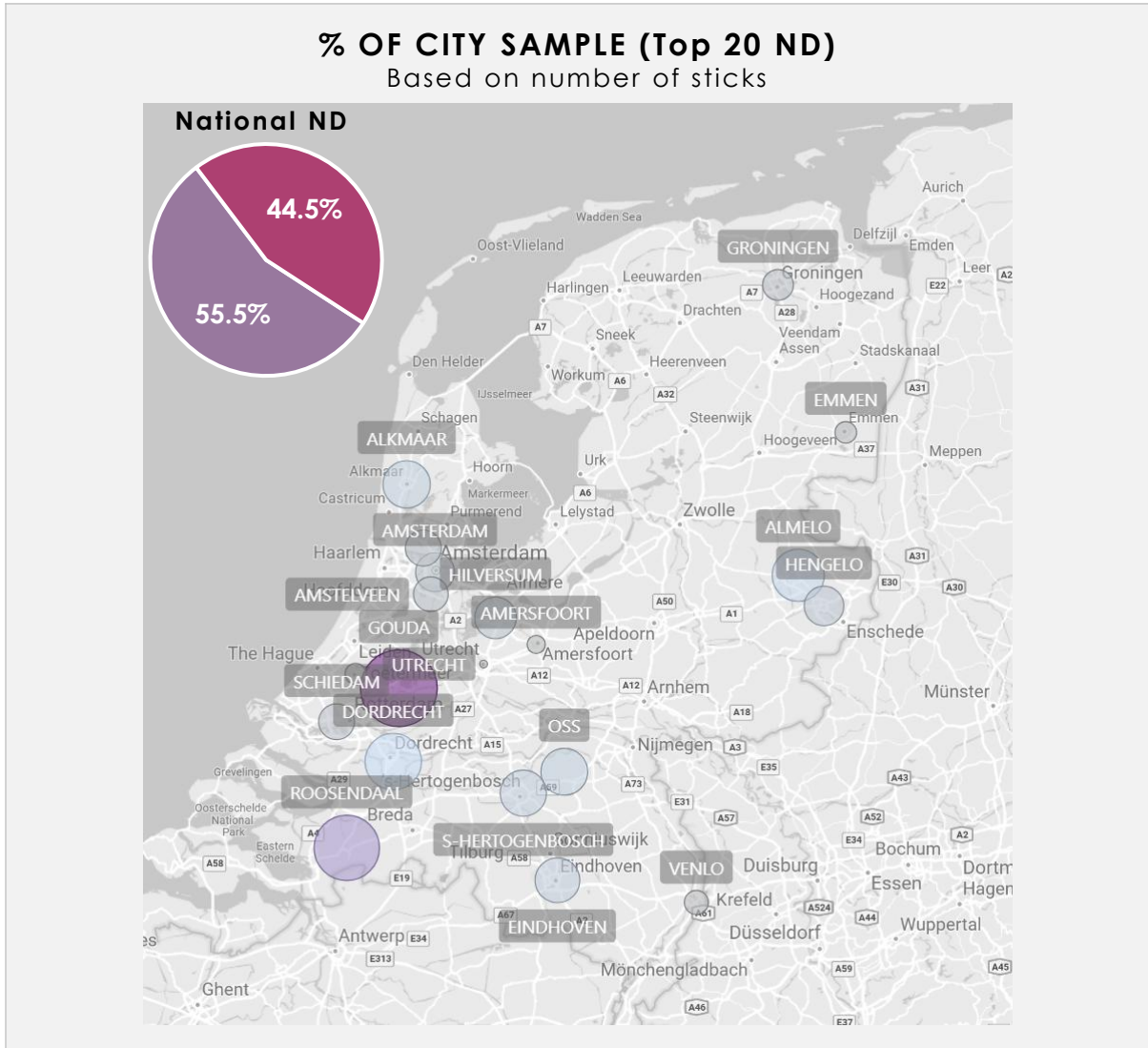


Main Others ▼ e.g.

LUXEMBOURG	5.5%
POLAND	4.8%
BULGARIA	4.6%
FRANCE	3.9%
GREECE	2.9%
PORTUGAL	2.3%

NON-DOMESTIC: BY CITY (1/2)





NON-DOMESTIC: BY CITY (2/2)

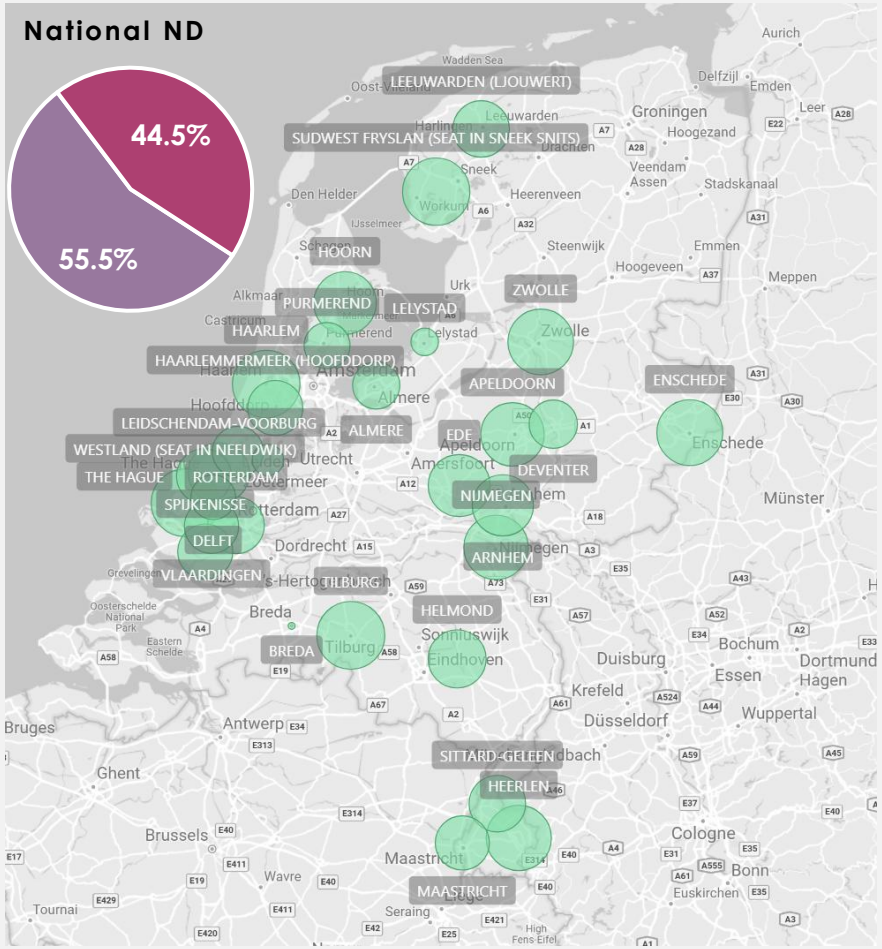
% OF CITY SAMPLE (Rest of cities)

Based on number of sticks

		Trend indication
TILBURG	46.1%	↑
WESTLAND (SEAT IN NEELDWIJK)	46.0%	↓
HAARLEM	45.9%	↓
SUDWEST FRYSLAN (SEAT IN SNEEK SNITS)	45.7%	↑
ENSCHEDE	45.0%	↓
ZWOLLE	44.9%	↑
HEERLEN	44.6%	↓
NATIONAL ND	44.5%	↓
NIJMEGEN	44.2%	↑
APELDOORN	43.7%	↓
HOORN	43.3%	↑
EDE	43.0%	↓
ARNHEM	42.6%	↓
LEIDSCHENDAM-VOORBURG	42.5%	↑
HELMOND	41.1%	↑
ROTTERDAM	40.5%	↓
SITTARD-GELEEN	40.4%	↓
LEEUWARDEN (LJOUWERT)	40.3%	↑
SPIJKENISSE	39.7%	↑
HAARLEMMERMEER (HOOFDDORP)	39.7%	↓
THE HAGUE	39.7%	↓
VLAARDINGEN	39.4%	↑
MAASTRICHT	39.3%	↓
LEIDEN	38.0%	↓
DEVENTER	37.0%	↓
ALMERE	36.6%	↓
PURMEREND	36.1%	↓
DELFT	35.7%	↓
ALPHEN AAN DEN RIJN	31.9%	↓
LELYSTAD	31.1%	↓
BREDA	29.2%	↓

% OF CITY SAMPLE (Rest of cities)

Based on number of sticks



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

% OF TOTAL SAMPLE Based on number of sticks

Total: 146,755 sticks (7,000 packs).

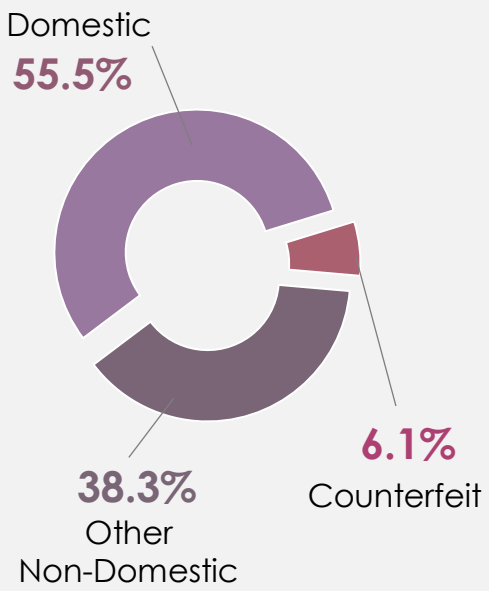
NON-DOMESTIC (TOP 10 CITIES)

	COUNTERFEIT	MARLBORO (PMI)	CAMEL (JTI)	WINSTON (JTI)	L&M (PMI)	OTHERS	**TOTAL**	2025 Q4	2025 Q2
AMSTERDAM	0.7%	2.4%	0.6%	0.5%	0.1%	1.2%	**5.5%**	5.5%	5.2%
ROTTERDAM	0.4%	1.7%	0.2%	0.2%	0.1%	0.6%	**3.3%**	3.5%	3.8%
THE HAGUE	0.3%	1.1%	0.4%	0.1%	0.1%	0.6%	**2.7%**	3.2%	2.7%
UTRECHT	0.3%	0.9%	0.2%	0.1%	0.0%	0.6%	**2.1%**	1.8%	1.9%
EINDHOVEN	0.2%	0.6%	0.1%	0.1%	0.0%	0.4%	**1.5%**	1.4%	1.1%
GRONINGEN	0.2%	0.6%	0.2%	0.2%	0.0%	0.3%	**1.4%**	1.3%	1.0%
TILBURG	0.1%	0.5%	0.2%	0.1%	0.0%	0.3%	**1.2%**	1.0%	1.5%
NIJMEGEN	0.1%	0.5%	0.1%	0.1%	0.0%	0.2%	**1.0%**	0.9%	0.9%
S-HERTOGENBOSCH	0.1%	0.4%	0.0%	0.1%	0.1%	0.3%	**1.0%**	0.9%	0.8%
ALMERE	0.1%	0.5%	0.1%	0.1%	0.0%	0.2%	**1.0%**	1.1%	1.1%
OTHERS	3.6%	10.4%	2.6%	1.5%	0.8%	4.9%	**23.8%**	25.0%	23.8%
TOTAL	**6.1%**	**19.5%**	**4.8%**	**3.0%**	**1.3%**	**9.6%**	**44.5%**	**45.6%**	**43.8%**

2025 Q4	6.3%	19.3%	4.9%	3.1%	1.7%	10.3%	**45.6%**
2025 Q2	5.8%	18.9%	5.0%	2.9%	1.2%	9.9%	**43.8%**

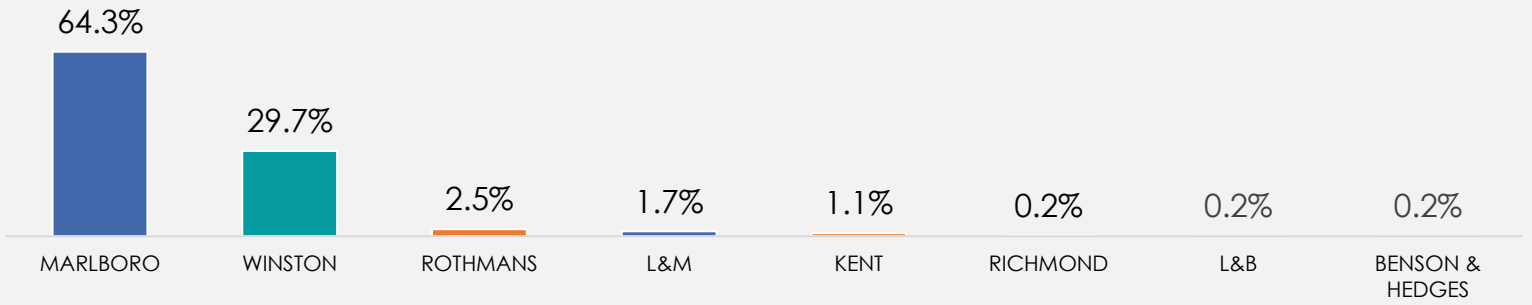
COUNTERFEIT: BREAKDOWN

NON-DOMESTIC INCIDENCE
% OF TOTAL SAMPLE

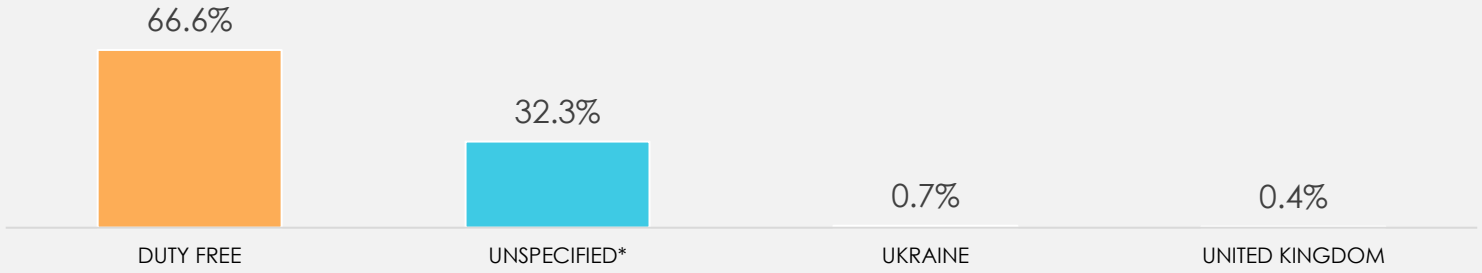


Total: 8,992 sticks (450 packs)

SPLIT BY MAIN BRAND
% OF COUNTERFEIT SAMPLE



SPLIT BY LABELLING (MARKET VARIANT)
% OF COUNTERFEIT SAMPLE



*Unspecified are cigarettes packs which are not bearing any specific market or Duty Free labeling.

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

% OF TOTAL SAMPLE Based on number of sticks

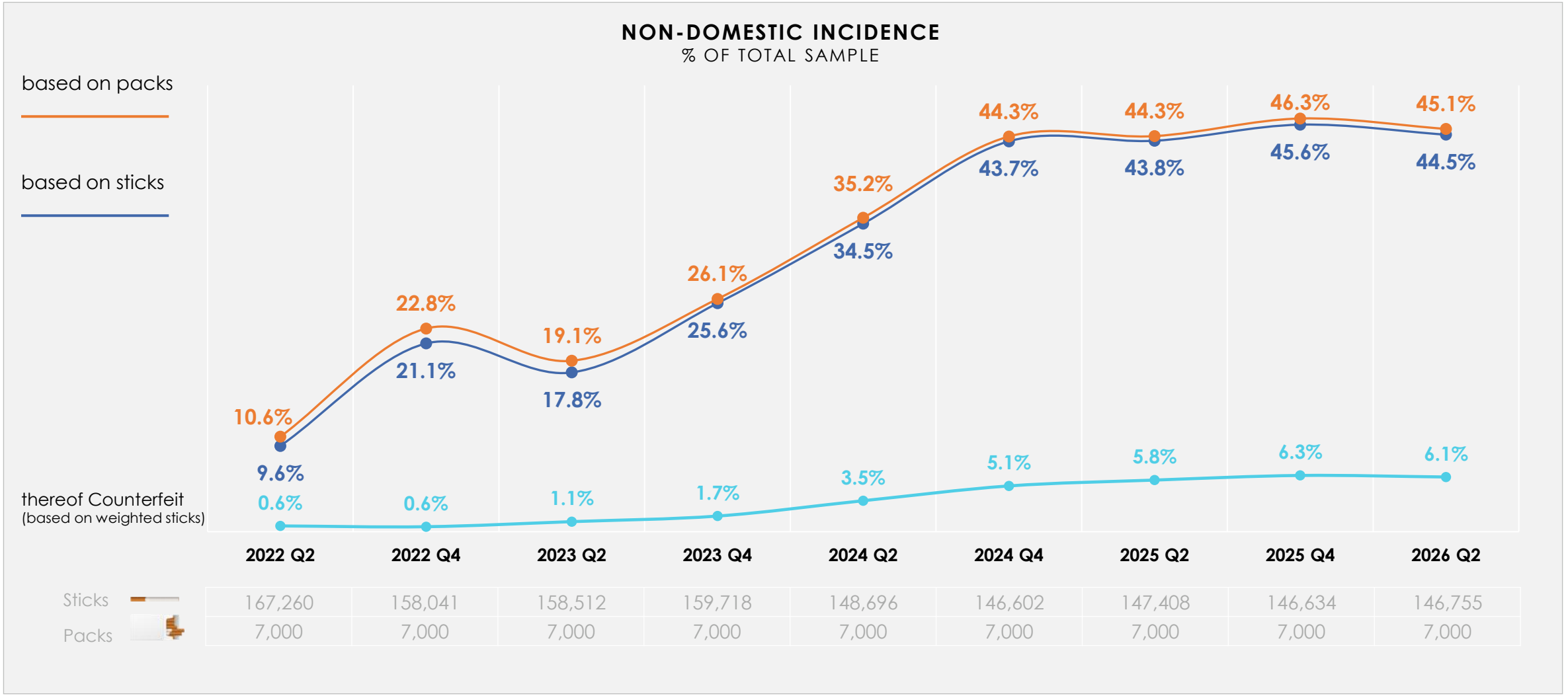
Total: 146,755 sticks (7,000 packs).

COUNTERFEIT (TOP 10 CITIES)

	MARLBORO (PMI)	WINSTON (JTI)	ROTHMANS (BAT)	L&M (PMI)	OTHERS	**TOTAL**	2025 Q4	2025 Q2
AMSTERDAM	0.4%	0.2%	0.0%	0.0%	—	**0.7%**	0.6%	0.6%
ROTTERDAM	0.3%	0.1%	0.0%	0.0%	—	**0.4%**	0.7%	0.5%
THE HAGUE	0.3%	0.1%	0.0%	—	0.0%	**0.3%**	0.4%	0.4%
UTRECHT	0.2%	0.1%	—	—	0.0%	**0.3%**	0.2%	0.1%
EINDHOVEN	0.2%	0.1%	—	—	—	**0.2%**	0.2%	0.1%
ARNHEM	0.1%	0.0%	—	0.0%	—	**0.2%**	0.1%	0.0%
DORDRECHT	0.1%	0.1%	—	—	—	**0.2%**	—	0.2%
HILVERSUM	0.1%	0.1%	0.0%	0.0%	—	**0.2%**	0.1%	0.1%
ALMELO	0.1%	0.0%	—	0.0%	0.0%	**0.2%**	0.0%	0.0%
GRONINGEN	0.1%	0.0%	—	—	—	**0.2%**	0.1%	0.1%
OTHERS	2.1%	1.0%	0.1%	0.0%	0.1%	**3.3%**	4.0%	3.6%
TOTAL	**3.9%**	**1.8%**	**0.2%**	**0.1%**	**0.1%**	**6.1%**	**6.3%**	**5.8%**

2025 Q4	5.0%	0.6%	0.2%	0.3%	0.2%	**6.3%**
2025 Q2	4.5%	0.9%	0.0%	0.2%	0.1%	**5.8%**

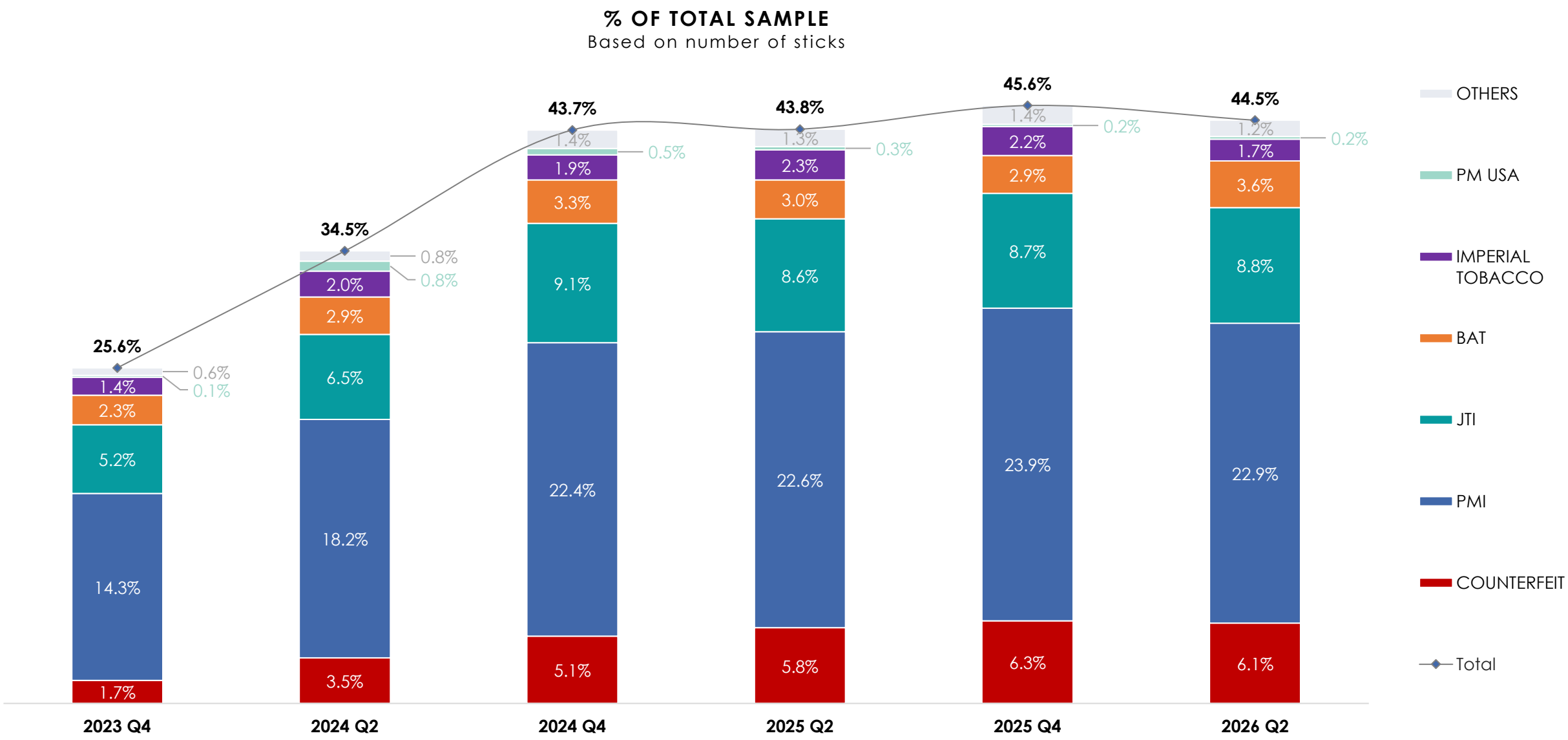
NON-DOMESTIC: INCIDENCE TREND



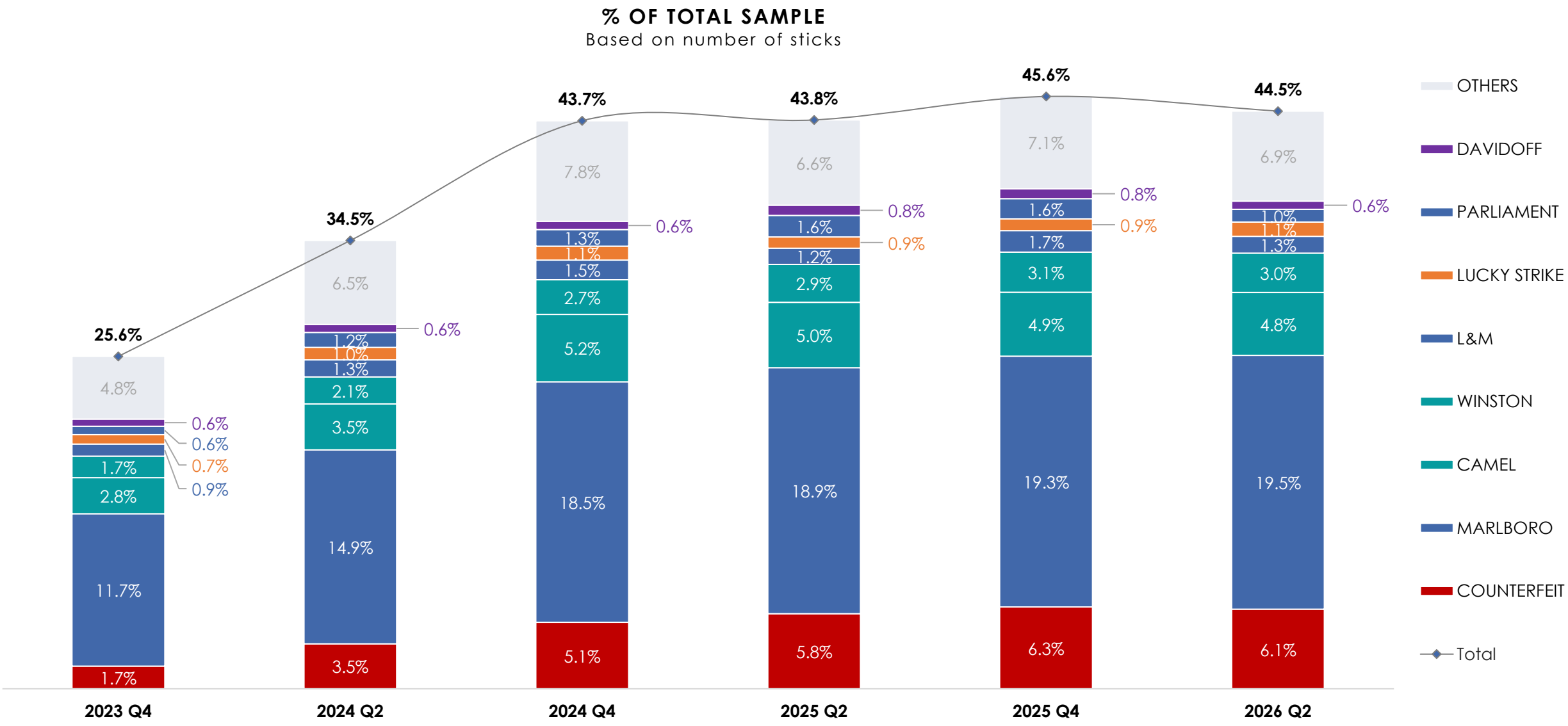
	2022 Q2	2022 Q4	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
Sticks	167,260	158,041	158,512	159,718	148,696	146,602	147,408	146,634	146,755
Packs	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000	7,000

TOTAL SAMPLE = DOMESTIC AND NON-DOMESTIC PACKS

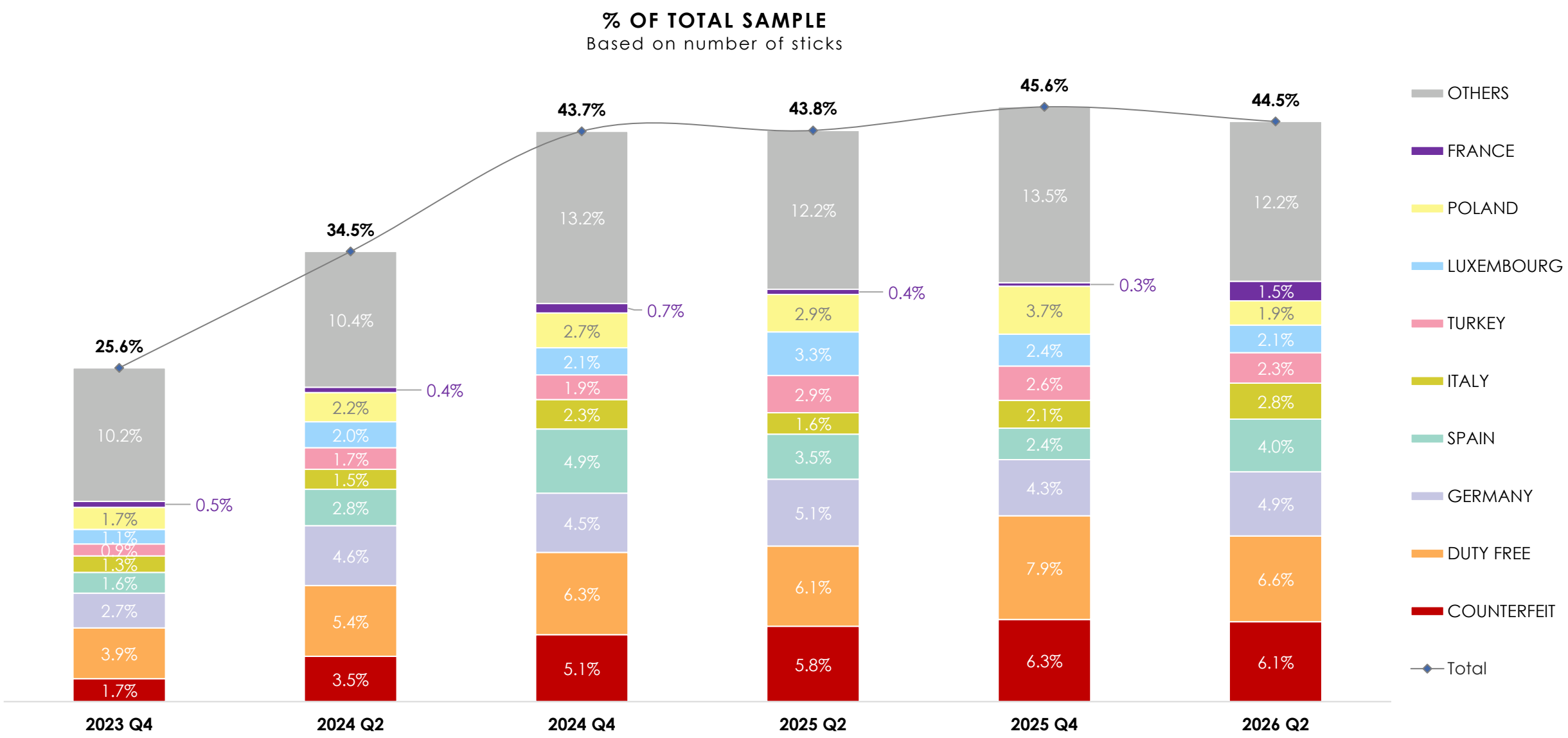
NON-DOMESTIC: COMPANY TREND



NON-DOMESTIC: BRAND FAMILY TREND



NON-DOMESTIC: MARKET VARIANT TREND



NON-DOMESTIC: CITY TREND (1/2)

SAMPLE			NON-DOMESTIC INCIDENCE PER CITY						
CITY	PACKS	STICKS	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
GOUDA	63	1,373	8.9%	12.9%	31.2%	43.6%	29.2%	58.1%	**63.8%**
ROOSENDAAL	66	1,403	13.8%	18.1%	32.2%	38.8%	46.4%	48.9%	**58.5%**
DORDRECHT	102	2,152	9.1%	29.2%	31.0%	44.8%	36.1%	38.1%	**55.0%**
ALMELO	63	1,290	24.1%	32.1%	39.3%	40.9%	29.4%	51.4%	**53.5%**
ALKMAAR	95	1,965	23.2%	15.4%	48.6%	54.5%	43.1%	48.7%	**52.0%**
OSS	80	1,680	21.3%	17.2%	47.6%	47.0%	43.7%	47.8%	**51.9%**
S-HERTOGENBOSCH	134	2,774	12.5%	20.3%	28.2%	39.5%	38.5%	48.3%	**51.7%**
EINDHOVEN	204	4,282	21.4%	23.6%	35.0%	47.3%	38.2%	50.2%	**51.3%**
HILVERSUM	79	1,637	17.0%	30.2%	32.8%	48.8%	39.0%	40.7%	**50.5%**
HENGELO	70	1,420	23.6%	12.4%	26.3%	32.0%	44.1%	39.4%	**50.0%**
AMSTERDAM	774	16,201	24.5%	31.5%	36.2%	42.4%	47.1%	49.7%	**49.8%**
ZAANSTAD	135	2,892	21.5%	34.2%	32.7%	39.2%	45.5%	52.1%	**49.2%**
SCHIEDAM	68	1,401	10.5%	38.7%	28.4%	53.1%	48.8%	45.8%	**49.1%**
AMSTELVEEN	79	1,605	31.1%	25.1%	25.3%	54.0%	54.6%	40.7%	**48.9%**
GRONINGEN	201	4,354	13.8%	30.5%	28.5%	44.0%	35.1%	45.1%	**48.2%**
VENLO	88	1,846	21.9%	20.8%	41.0%	46.1%	47.2%	48.2%	**47.2%**
EMMEN	92	1,891	9.6%	11.7%	35.0%	37.2%	44.2%	52.2%	**47.0%**
ZOETERMEER	108	2,217	15.8%	8.1%	35.4%	42.2%	36.9%	41.6%	**46.9%**
AMERSFOORT	136	2,771	20.3%	22.0%	39.6%	32.4%	45.0%	39.6%	**46.6%**
UTRECHT	310	6,605	14.9%	25.2%	37.4%	41.7%	43.7%	40.7%	**46.2%**
TILBURG	192	3,950	10.6%	22.8%	36.5%	52.6%	54.7%	36.4%	**46.1%**
WESTLAND	96	1,972	21.4%	32.7%	33.6%	42.5%	42.0%	50.5%	**46.0%**
HAARLEM	140	2,930	18.1%	25.1%	33.4%	52.7%	34.8%	52.3%	**45.9%**
SUDWEST FRYSLAN	77	1,595	15.2%	9.3%	26.2%	50.4%	53.6%	39.2%	**45.7%**
ENSCHEDE	138	2,877	10.6%	30.8%	45.4%	49.8%	41.3%	66.8%	**45.0%**

NON-DOMESTIC: CITY TREND (2/2)

CITY	PACKS	STICKS	2023 Q2	2023 Q4	2024 Q2	2024 Q4	2025 Q2	2025 Q4	2026 Q2
ZWOLLE	112	2,338	24.1%	34.0%	30.3%	39.3%	49.0%	37.4%	44.9%
HEERLEN	74	1,532	26.2%	6.8%	24.4%	51.5%	42.3%	45.7%	44.6%
NIJMEGEN	153	3,333	25.1%	43.5%	45.3%	46.2%	41.7%	40.4%	44.2%
APELDOORN	142	3,102	8.0%	19.0%	41.4%	46.1%	38.0%	51.6%	43.7%
HOORN	64	1,310	11.8%	33.3%	41.9%	25.2%	33.4%	39.9%	43.3%
EDE	103	2,157	12.7%	13.9%	31.0%	48.8%	48.9%	44.9%	43.0%
ARNHEM	140	2,966	7.9%	17.3%	31.3%	40.4%	40.6%	45.3%	42.6%
LEIDSCHENDAM-VOORBURG	66	1,389	20.1%	30.7%	25.0%	42.7%	43.5%	41.6%	42.5%
HELMOND	80	1,662	10.8%	19.7%	37.4%	28.7%	53.9%	35.6%	41.1%
ROTTERDAM	562	11,858	17.1%	22.9%	30.8%	41.0%	47.1%	42.5%	40.5%
SITTARD-GELEEN	79	1,620	22.8%	14.8%	42.5%	38.8%	46.3%	53.7%	40.4%
LEEUWARDEN (LJOUWERT)	108	2,250	18.1%	14.8%	30.0%	43.9%	49.5%	36.5%	40.3%
SPIJKENISSE	74	1,506	18.5%	35.8%	29.3%	43.8%	60.7%	37.0%	39.7%
HAARLEMMERMEER (HOOFDDORP)	137	2,901	26.1%	23.6%	35.1%	37.9%	43.8%	43.2%	39.7%
THE HAGUE	474	10,043	17.7%	31.9%	31.2%	44.9%	40.9%	47.7%	39.7%
VLAARDINGEN	64	1,311	9.2%	37.6%	33.6%	49.4%	52.9%	37.8%	39.4%
MAASTRICHT	104	2,135	22.9%	16.0%	34.0%	53.0%	58.7%	46.9%	39.3%
LEIDEN	107	2,249	21.6%	27.6%	32.6%	41.7%	38.2%	51.3%	38.0%
DEVENTER	87	1,865	14.5%	16.3%	37.4%	41.7%	44.1%	45.4%	37.0%
ALMERE	187	3,909	24.1%	18.0%	43.0%	43.7%	39.9%	42.5%	36.6%
PURMEREND	79	1,656	22.2%	25.6%	41.2%	42.7%	35.7%	51.9%	36.1%
DELFT	90	1,858	11.1%	28.6%	28.8%	38.5%	43.6%	37.1%	35.7%
ALPHEN AAN DEN RIJN	97	1,963	7.9%	40.2%	19.6%	43.4%	50.4%	61.5%	31.9%
LELYSTAD	70	1,470	22.4%	35.8%	51.3%	48.8%	46.9%	46.1%	31.1%
BREDA	158	3,291	17.1%	28.6%	30.6%	50.5%	35.9%	34.2%	29.2%
TOTAL SAMPLE	**7,000**	**146,755**	**17.8%**	**25.6%**	**34.5%**	**43.7%**	**43.8%**	**45.6%**	**44.5%**

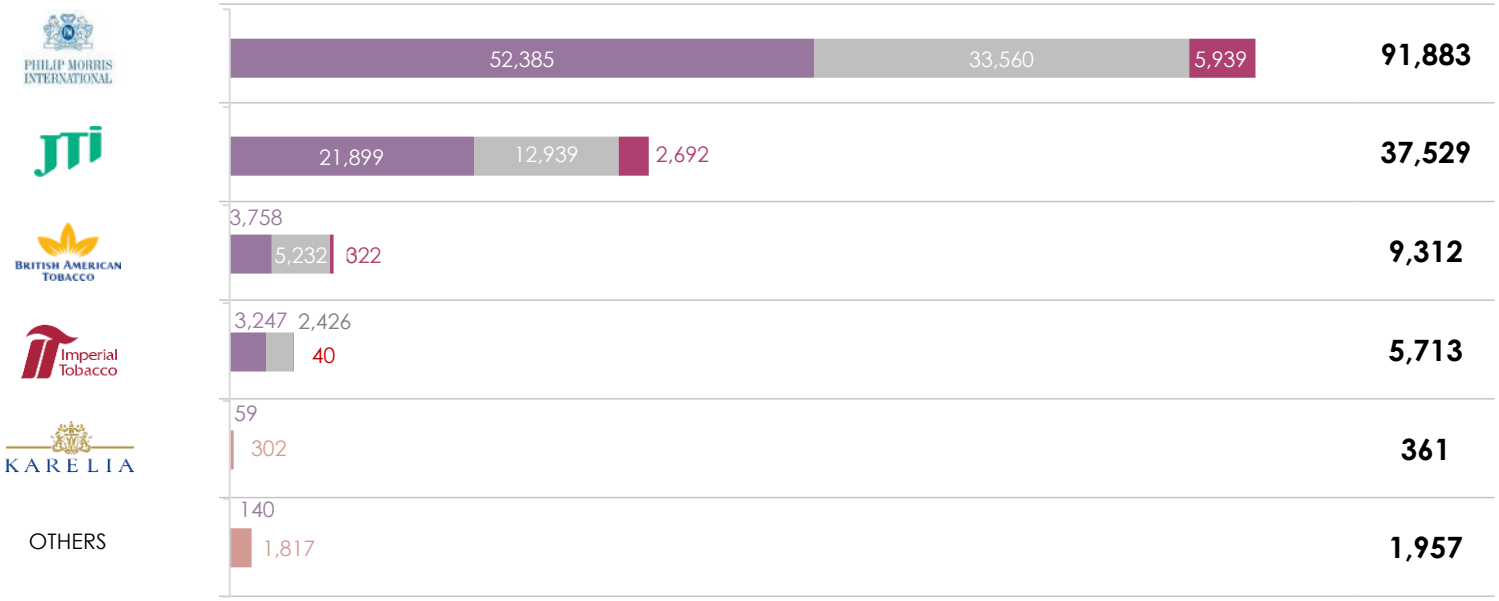
04.

APPENDIX

QUARTER 2, 2026

TOTAL SAMPLE: DETAILS PER COMPANY

NUMBER OF STICKS PER CATEGORY AND COMPANY

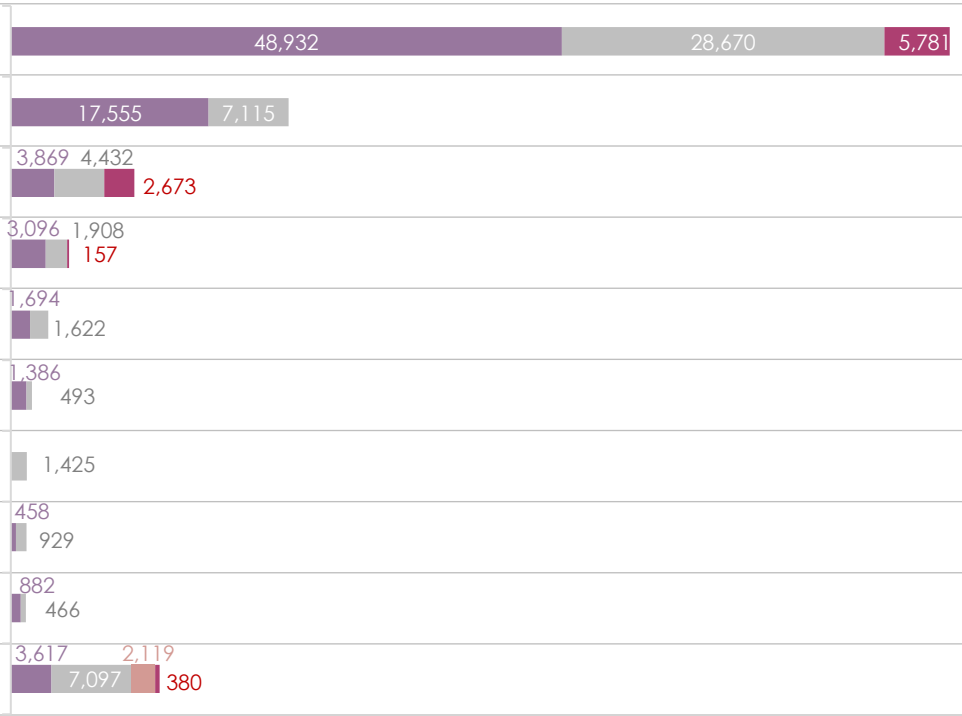


IN % OF COMPANY TOTAL

	Domestic	Genuine Non-Domestic	Non-Domestic	Counterfeit
PHILIP MORRIS INTERNATIONAL	57.0%	36.5%	—	6.5%
JTI	58.4%	34.5%	—	7.2%
BRITISH AMERICAN TOBACCO	40.4%	56.2%	—	3.5%
Imperial Tobacco	56.8%	42.5%	—	0.7%
KARELIA	16.3%	—	83.7%	—
OTHERS	7.1%	—	92.9%	—

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)	**83,383**	58.7%	34.4%	—	6.9%
CAMEL (JTI)	**24,670**	71.2%	28.8%	—	—
WINSTON (JTI)	**10,974**	35.3%	40.4%	—	24.4%
L&M (PMI)	**5,161**	60.0%	37.0%	—	3.0%
LUCKY STRIKE (BAT)	**3,316**	51.1%	48.9%	—	—
PALL MALL (BAT)	**1,879**	73.8%	26.2%	—	—
PARLIAMENT (PMI)	**1,425**	—	100.0%	—	—
DAVIDOFF (ITL)	**1,387**	33.0%	67.0%	—	—
GAULOISES (ITL)	**1,347**	65.4%	34.6%	—	—
OTHERS	**13,213**	27.4%	53.7%	16.0%	2.9%

NON-DOMESTIC: TREND TOTAL COMPANY SAMPLE

NON-DOMESTIC INCIDENCE BY COMPANY – TREND

% OF TOTAL COMPANY SAMPLE

		PMI	JTI	BAT	IMPERIAL TOBACCO	OTHERS
	N (Sticks)	91,883	37,529	9,312	5,713	2,318
	Packs	4,415	1,784	424	265	112
2026 Q2	Non-Domestic	—	—	—	—	91.4%
	Counterfeit	6.5%	7.2%	3.5%	0.7%	—
	Genuine non-domestic	36.5%	34.5%	56.2%	42.5%	—
2025 Q4	Non-Domestic	—	—	—	—	90.7%
	Counterfeit	8.3%	2.8%	2.9%	2.4%	—
	Genuine non-domestic	37.3%	36.3%	50.9%	49.2%	—
2025 Q2	Non-Domestic	—	—	—	—	94.1%
	Counterfeit	7.6%	3.5%	1.1%	1.8%	—
	Genuine non-domestic	36.5%	33.8%	48.2%	47.5%	—

OTHER NON-DOMESTIC: PACK EXAMPLES

Brand	ESSE	YUXI	ORIS
Company	KT&G	HONGTA	ORIENTAL GENERAL TRADING
Market variant	UNSPECIFIED*	CHINA	UNSPECIFIED*

*Unspecified are cigarettes packs which are not bearing any specific market or Duty Free labeling.

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WSPM GROUP

THANK YOU