

ONLINE APPENDIX

Appendix Table 1: Comparison of PS and PPACTE data on illicit cigarette trade, 2010

Country	PS - C&C as a share of consumption	PPACTE – illicit as a share of consumption	Difference (PS-PPACTE)
LATVIA	37.0	40.6	-3.6
BULGARIA	30.7	16.1	14.6
IRELAND	19.3	4.6	14.7
ROMANIA	19.2	13.7	5.5
FINLAND	15.9	3.5	12.4
FRANCE	13.7	2.4	11.3
POLAND	10.6	19.5	-8.9
SWEDEN	10.5	18.5	-8.0
UK	10.5	3.4	7.1
Total (16 countries)*	9.7	6.5	3.2
AUSTRIA	9.0	1.1	7.9
GREECE	6.3	1.0	5.3
CZECH	5.5	9.9	-4.4
HUNGARY	5.5	4.2	1.3
ITALY	5.0	0.7	4.3
SPAIN	2.5	2.1	0.4
PORTUGAL	2.3	0.0	2.3
Average difference Western European Countries (10)			5.8
Average difference Eastern European Countries (6)			0.8

*Computed weighting each country in proportion to the country specific population aged 15 years or over.

Appendix Table 2: Comparison of PS and Euromonitor data on the illicit cigarette trade, 2010 data

	2010		Difference (PS-Euromonitor)
	PS - C&C as a share of consumption	Euromonitor -illicit cigarette trade volume as % total volume	
Austria	9	13.6	-4.6
Belgium	5.9	5	0.9
Bulgaria	30.7	39.7	-9.0
Cyprus	0.6	NA	
Czech Republic	5.5	9.1	-3.6
Denmark	4.3	1	3.3
Estonia	16.7	23.4	-6.7
Finland	15.9	5.8	10.1
France	13.7	12.8	0.9
Germany	12.5	8.1	4.4
Greece	6.3	6.9	-0.6
Hungary	5.5	16.5	-11.0
Ireland	19.3	27.8	-8.5
Italy	5	3.3	1.7
Latvia	37	53.8	-16.8
Lithuania	40.7	47.1	-6.4
Netherlands	11	8.6	2.4
Poland	10.6	21.7	-11.1
Portugal	2.3	6.3	-4.0
Romania	19.2	26.3	-7.1
Slovakia	1.3	18.6	-17.3
Slovenia	5.4	7.6	-2.2
Spain	2.5	0.8	1.7
Sweden	10.5	11.5	-1.0
UK	10.5	13.2	-2.7
Average difference Western Europe (14 countries)*			0.3
Average difference Eastern Europe (10 countries)			-9.1

Source: PS 2010 report, , © Euromonitor International 2013

<http://www.portal.euromonitor.com/Portal/Pages/Statistics/Statistics.aspx>

*no data for Cyprus and therefore 14 rather than 15 Western European countries

This table shows that the gap between the PS estimate of illicit averages +0.3% across 14 Western European countries and -9.1% across 10 Eastern European countries supporting findings reported in the main paper that the gap between PS and PPACTE estimates of illicit

was greater in Western than Eastern European countries. The difference between Euromonitor and PPACTE is likely to reflect both the additional countries included in Euromonitor and that Euromonitor data are based in part on industry data. We also note that concerns have been raised about the quality of Euromonitor data on illicit.[1, 2]

References

- [1] Skafida V, Silver KE, Rechel BPD, *et al.* Change in tobacco excise policy in Bulgaria: the role of tobacco industry lobbying and smuggling. *Tobacco Control* Published Online First 10 November 2012. 10.1136/tobaccocontrol-2012-050600.
<http://tobaccocontrol.bmj.com/content/early/2012/11/09/tobaccocontrol-2012-050600.abstract>

- [2] Blecher E, Liber A, Ross H, *et al.* Euromonitor data on the illicit trade in cigarettes. *Tobacco Control* 2013. <http://tobaccocontrol.bmj.com/content/early/2013/07/02/tobaccocontrol-2013-051034.abstract>