

ILLEGAL TOBACCO

A shared problem
for the **government,**
industry and **society**



- UK adult smokers pay **£9.16** on average for a pack of cigarettes, the second highest in Europe¹
- Illicit packs often sell for less than half of this price

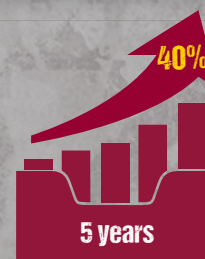
£9.16

50%

Is it any surprise
people are tempted?

- Tax accounts for 80% of the price of a pack of cigarettes¹
- Tobacco duty has risen by 40% in the last 5 years¹, driving up RRP's

Are high tobacco prices
playing into criminals' hands?



A growing problem



The UK is a
hotbed
for illicit
tobacco...

- Illegal tobacco and cross-border shopping represents approximately:

1 in 6

cigarette sales⁶

2 in 5

roll your own sales²



1 in 3

- One in three UK adult smokers now purchase illegal tobacco from non-shop sources including pubs, market stalls and car boot sales³

Potential profits from illegal Tobacco



Criminals can make around³



£6,500 PER CAR
LOAD



£65,000 PER WHITE
VAN LOAD



£1.1m PER CONTAINER
LORRY LOAD

Unregulated ingredients

- Illegal tobacco is entirely unregulated, and has been found to contain ingredients like dust, **rat droppings** and **asbestos**⁴



Government

- Illegal and cross border shopping costs the UK government over **£46million a week** in lost revenue²

Imagine the amenities this could
fund in your community...



Retailers

- Illicit tobacco purchases cost UK shops around **£3.4 billion** in lost revenue in 2014/15¹



£30k

On average, small and
local shops lost around
£30k each¹

1 in 8

1 in 8 corner shops face
closure as a result of
illegal tobacco⁵

Fighting Back



1800
SEIZURES



Imperial is the only UK tobacco company with a dedicated, full-time AIT team in the field, with over a combined 130 years of enforcement and intelligence experience

The AIT team has assisted in over 1800 seizures across 297 towns and cities in the UK over the past three years

Suspect it? Report it! has launched two online presences, the website www.suspect-it-report-it.co.uk and a Twitter feed at [@suspect_report](https://twitter.com/suspect_report). These online presences will act as digital focal points in the fight against the illicit tobacco trade, offering the latest news, plus posters, videos and infographics to download.

Illegal tobacco damages communities, threatens retailers' livelihoods and costs the Government money

Let's continue to work together to
fight the illicit trade...

**SUSPECT IT?
REPORT IT!**

suspect-it-report-it.co.uk

Follow [@suspect_report](https://twitter.com/suspect_report)

Call the Customs Hotline

0800 788 887

¹ Tobacco Manufacturers' Association, 2016

⁵ Tobacco Retailers Alliance Survey, 2015

² Tobacco Tax Gap Estimates, HMRC 2015-2016

⁶ Project Sun Report, KPMG, 2016

³ Anti-Illicit Trade Poll, Tobacco Manufacturers' Association, 2014

⁴ Local Government Association, 2014

Illegal tobacco

threatens **local business**

and **your constituency...**

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