



Illicit Cigarettes Study (ICS) In Malaysia, 2023 Report

Report Commissioned by CMTM member companies

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Illegal Cigarettes Criteria For Verification

Packs with at least one (1) of the following features:

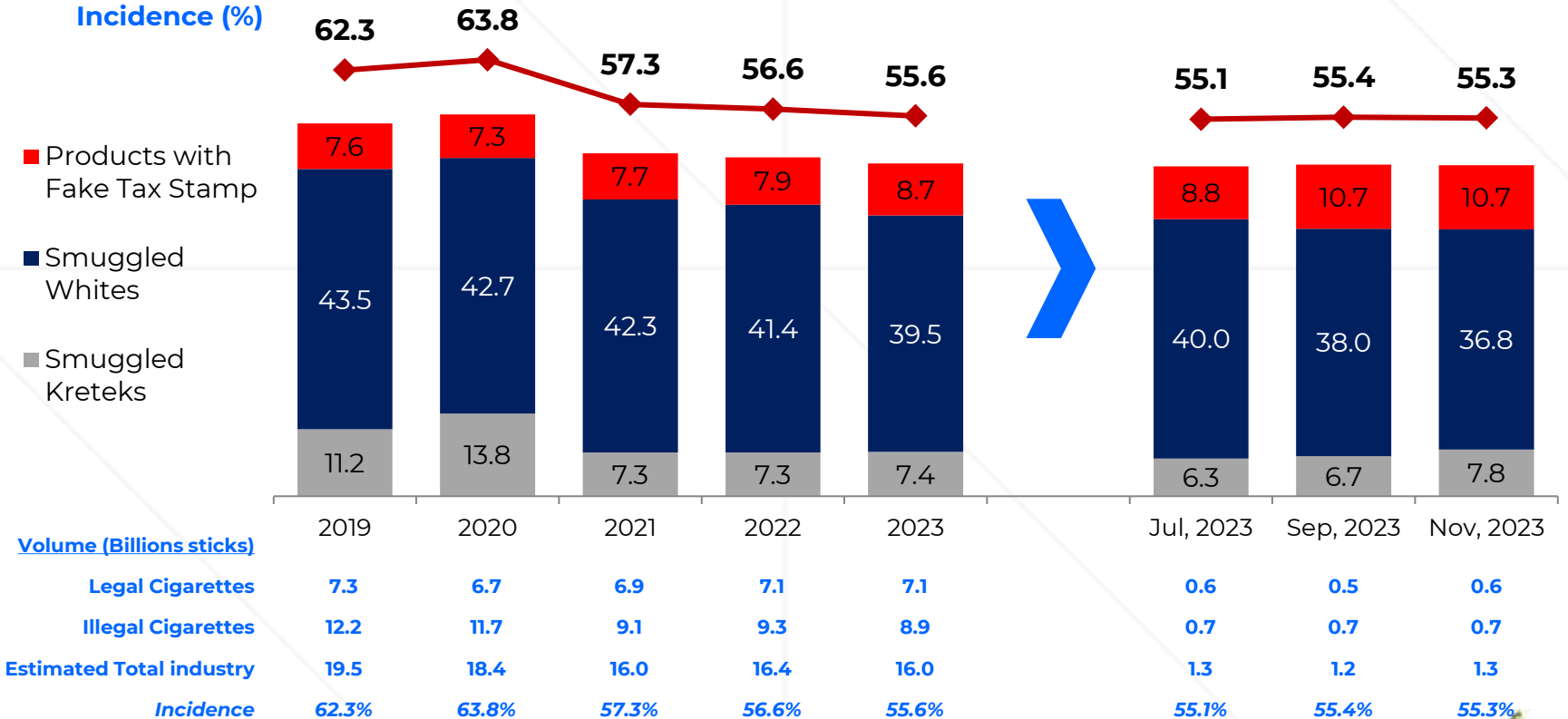
1. Absence of Registered Importers
2. Unregistered Importers*
3. Absence of Registered Manufacturers
4. Unregistered Manufacturers*
5. Packs with counterfeit (fake) Malaysian tax stamp**
6. Packs without Malaysian tax stamp
7. Packs with non-Malaysian tax stamp
8. Unregistered Brand*
9. Non Compliance to Ministry of Health's Control of Tobacco Product Regulations (CTPR) 2004
 - I. Absence or Non Compliance of Pictorial Health Warning Requirements
 - II. Pack Size other than 20 sticks
 - III. Absence or Non Compliance of mandated labeling requirements

* Not registered with the Royal Malaysian Customs

** Verified by Lembah Sari Sdn Bhd (LSSB) – Government appointed sole vendor for tax stamp

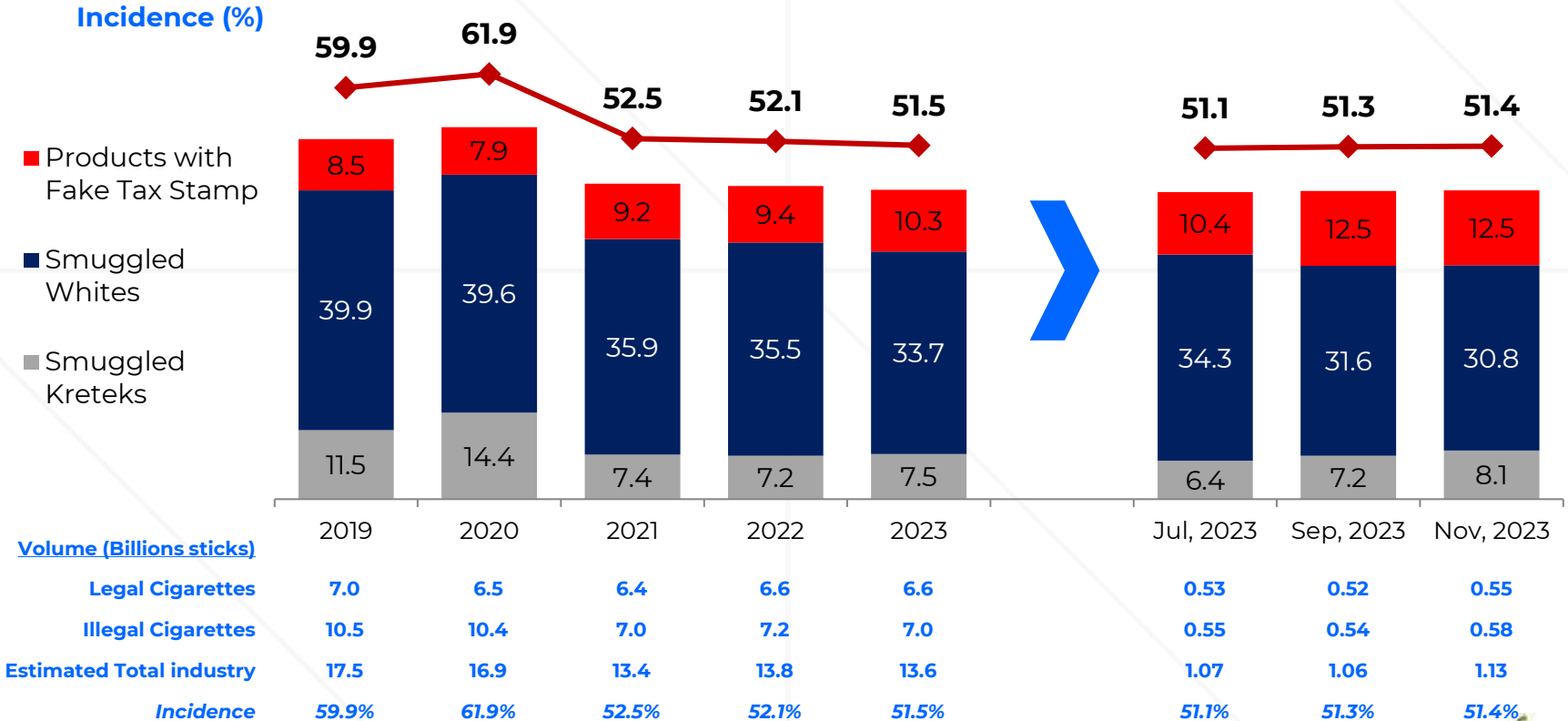
Illegal Cigarettes Incidence At National Level :

Overall decrease by 1.0 ppt. vs. 2022



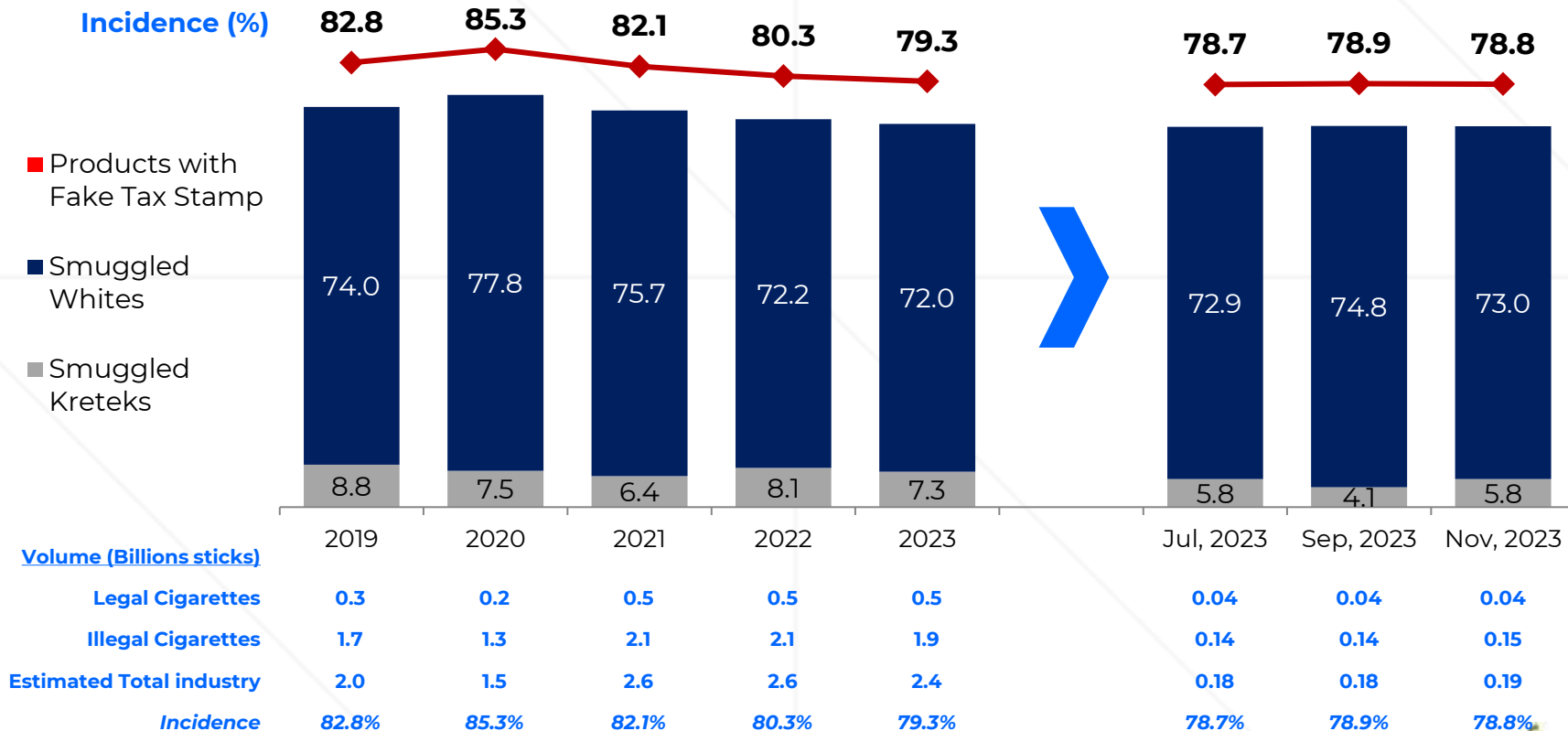
Illegal Cigarettes Incidence In Pen. Malaysia :

Overall decrease by 0.6 ppt. vs. 2022



Illegal Cigarettes Incidence In East Malaysia :

Overall decrease by 1.0 ppt. vs. 2022



Top 10 Illegal Cigarettes Brands*

They account for approximately 78% of illegal cigarettes volume

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	13.7	15.4	11.9
2.	Era	7.4	7.7	8.4
3.	Canyon	5.6	5.2	4.2
4.	U2	4.4	3.9	5.3
5.	Gudang Garam	4.2	4.2	4.0
6.	LA	2.3	1.9	2.2
7.	Bosston*	1.7	1.4	1.1
8.	Parkway	1.5	1.7	1.6
9.	Misto	1.4	1.9	1.6
10.	Luffman	1.1	1.2	1.9
Top 10 Total		43.3	44.5	42.2

Other Illegal		12.3	12.1	15.1
Total Illegal %		55.6	56.6	57.3

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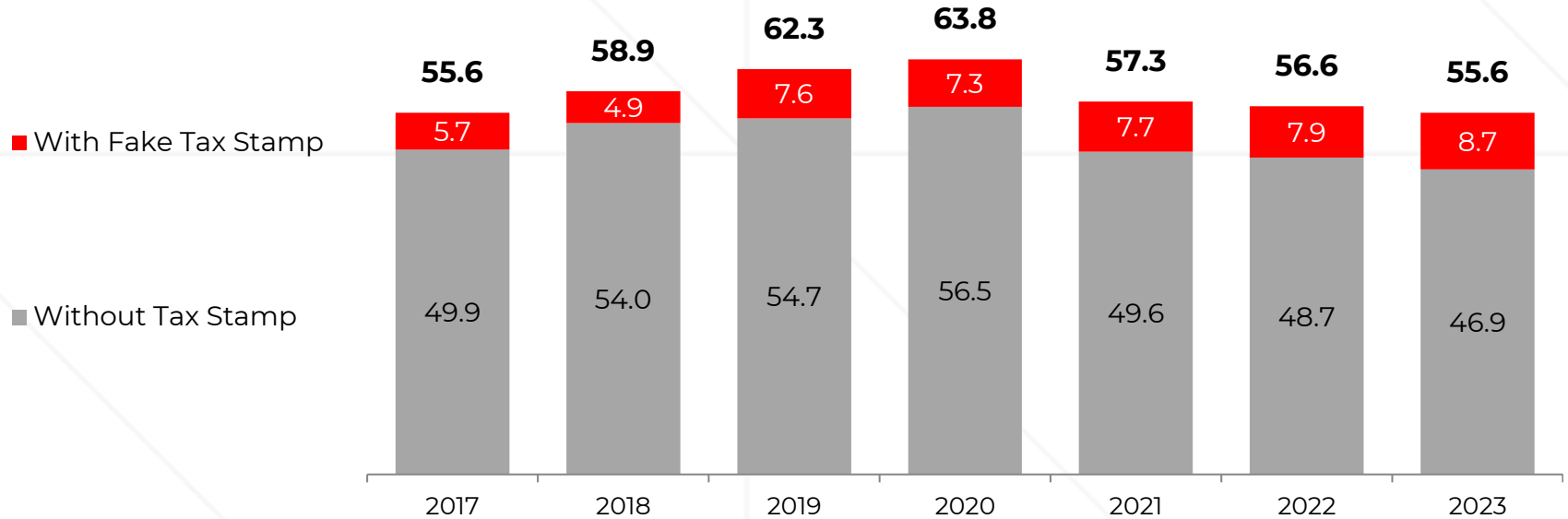


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
0%** Incidence is less than 0.5%; figure is too small to feature.

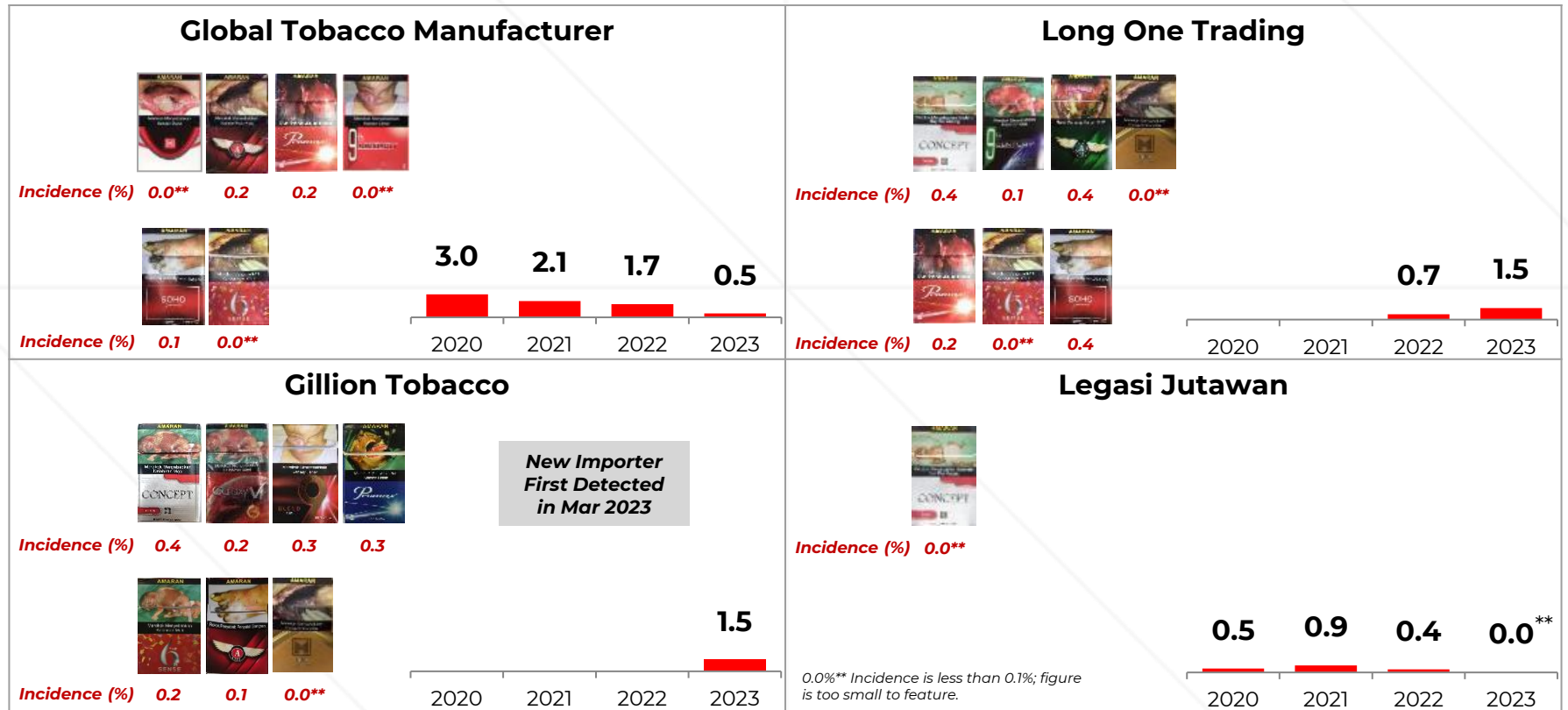
Tax Stamp Breakdown Of Illegal Cigarettes :

84% of illegal cigarettes are without tax stamps while remaining 16% are with fake tax stamps

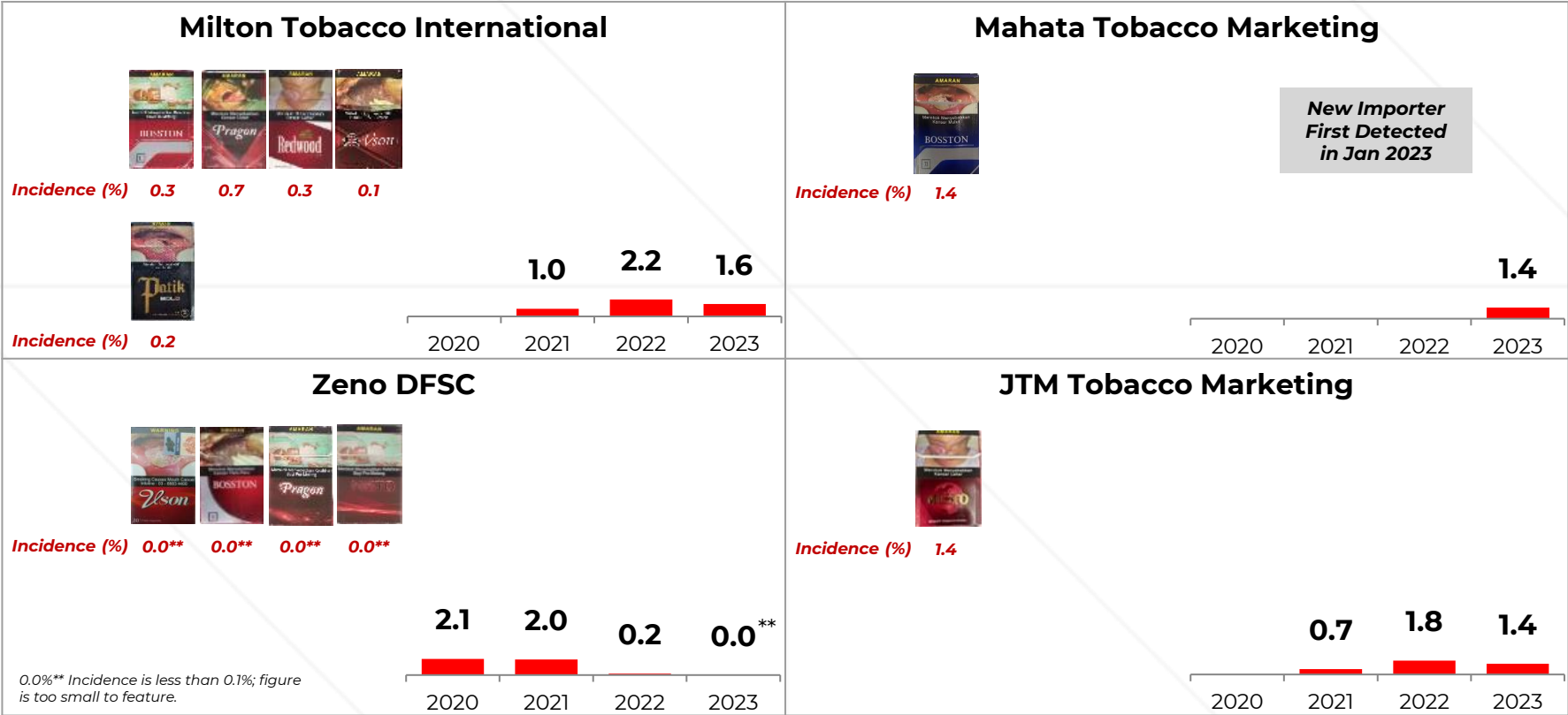
Incidence (%)



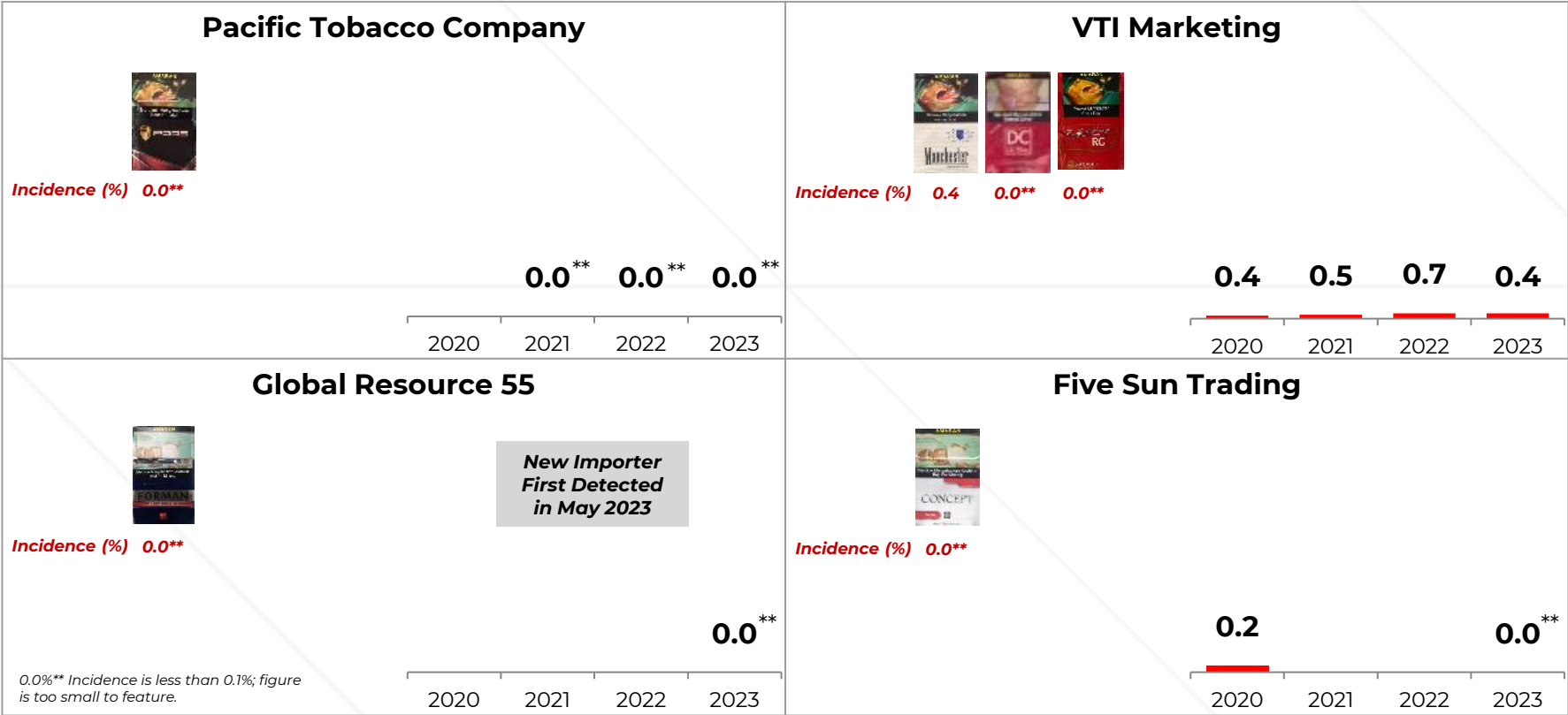
Fake Tax Stamp Breakdown By Manufacturers / Importers :



Fake Tax Stamp Breakdown By Manufacturers / Importers :



Fake Tax Stamp Breakdown By Manufacturers / Importers :



Illegal Cigarettes Incidence By State :

5 State recording an increase vs. 2022

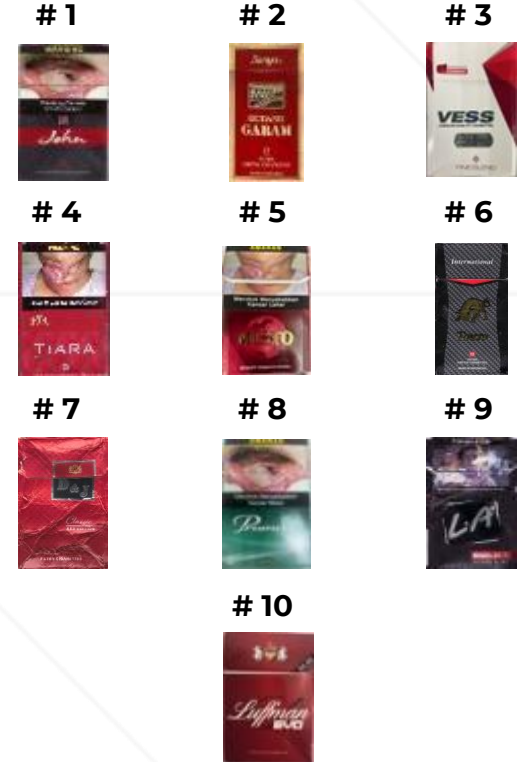
	A 2023				B 2022				A minus B Variance (2023 vs. 2022)				Volume Contribution
	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretek	%
Sarawak	80.2	0.0	68.1	12.1	81.1	0.0	68.7	12.4	-0.9	0.0	-0.6	-0.3	11%
Sabah	78.4	0.0	76.2	2.2	79.5	0.0	75.9	3.6	-1.1	0.0	+0.3	-1.4	10%
Pahang	77.7	12.3	54.2	11.2	67.0	11.3	48.4	7.3	+10.7	+1.0	+5.8	+3.9	13%
Terengganu	68.4	11.5	51.8	5.1	71.2	10.4	55.5	5.3	-2.8	+1.1	-3.7	-0.2	4%
Kelantan	56.9	1.0	53.5	2.4	72.1	3.4	64.5	4.2	-15.2	-2.4	-11.0	-1.8	3%
Johor	56.0	17.0	32.6	6.4	54.1	13.2	34.5	6.4	+1.9	+3.8	-1.9	0.0	19%
Perlis	50.6	1.6	41.3	7.7	49.9	3.2	37.4	9.3	+0.7	-1.6	+3.9	-1.6	0%
Melaka	49.2	27.5	19.1	2.6	53.3	18.7	33.0	1.6	-4.1	+8.8	-13.9	+1.0	3%
Penang	46.8	8.0	35.7	3.1	46.1	8.7	35.1	2.3	+0.7	-0.7	+0.6	+0.8	5%
Kedah	46.4	6.0	36.7	3.7	60.1	6.3	47.6	6.2	-13.7	-0.3	-10.9	-2.5	3%
Selangor	45.3	4.3	29.0	12.0	47.9	6.2	29.8	11.9	-2.6	-1.9	-0.8	+0.1	16%
WP KL	41.4	1.1	30.2	10.1	43.6	1.6	31.8	10.2	-2.2	-0.5	-1.6	-0.1	7%
N.Sembilan	41.3	21.1	16.7	3.5	45.7	24.3	16.3	5.1	-4.4	-3.2	+0.4	-1.6	3%
Perak	34.4	13.0	20.4	1.0	32.2	12.7	18.0	1.5	+2.2	+0.3	+2.4	-0.5	3%
National Incidence	55.6	8.7	39.5	7.4	56.6	7.9	41.4	7.3	-1.0	+0.8	-1.9	+0.1	100%

Top 10 Illegal Cigarettes Brands* For Perlis

Volume contribution to National = 0%**

		2023	2022	2021
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	33.2	33.4	32.0
2.	Gudang Garam	7.0	8.6	7.9
3.	Vess	5.9	3.0	1.7
4.	Tiara	1.7	0.2	0.8
5.	Misto*	1.1	0.1	0.4
6.	Touro	0.4	0.6	0.3
7.	D&J	0.3	0.2	0.2
8.	Promax*	0.3	0.2	0.0**
9.	L.A.	0.2	0.1	-
10.	Luffman	0.1	0.3	0.1
Top 10 Total		50.2	46.7	43.4

	Other Illegal	0.4	3.2	4.0
	Total Illegal %	50.6	49.9	47.4

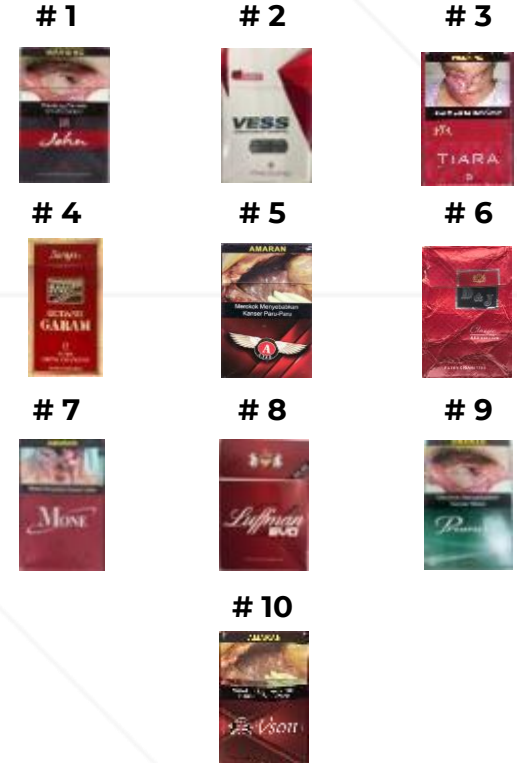


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 0%** Incidence is less than 0.5%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Kedah

Volume contribution to National = 3%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	24.6	42.8	38.1
2.	Vess	3.9	2.2	0.8
3.	Tiara	3.7	0.1	0.1
4.	Gudang Garam	3.6	6.1	7.2
5.	A380*	1.9	0.5	0.5
6.	D&J	1.7	0.8	1.2
7.	Mone	1.1	-	-
8.	Luffman	1.0	0.4	0.4
9.	Promax*	1.0	0.4	0.3
10.	Vson*	0.8	1.0	0.4
Top 10 Total		43.3	54.3	49.0
Other Illegal		3.1	5.8	6.1
Total Illegal %		46.4	60.1	55.1



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Top 10 Illegal Cigarettes Brands* For Penang

Volume contribution to National = 5%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	31.4	25.5	29.7
2.	Gudang Garam	2.8	2.2	5.1
3.	Manchester*	2.5	2.9	1.8
4.	Saat	1.4	5.5	1.4
5.	Pragon*	1.0	1.1	1.7
6.	Tex	1.0	0.6	1.1
7.	Concept*	0.9	0.9	1.3
8.	Promax*	0.9	0.5	0.8
9.	A380*	0.7	0.9	1.1
10.	M*	0.6	0.8	0.9
Top 10 Total		43.2	40.9	44.9

Other Illegal		3.6	5.2	8.0
Total Illegal %		46.8	46.1	52.9



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Top 10 Illegal Cigarettes Brands* For Perak

Volume contribution to National = 3%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.3	10.8	7.8
2.	D&J	3.7	3.3	3.2
3.	Concept*	2.2	1.6	4.6
4.	Canyon	1.8	1.7	0.9
5.	Manchester*	1.8	2.1	1.8
6.	9th Century*	1.7	1.7	2.5
7.	Misto*	1.7	1.7	1.8
8.	Bosston*	1.4	2.2	2.3
9.	Pragon*	1.4	0.8	1.4
10.	Promax*	0.8	0.8	0.5
Top 10 Total		28.8	26.7	26.8
Other Illegal		5.6	5.5	6.3
Total Illegal %		34.4	32.2	33.1

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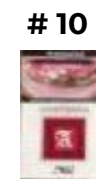
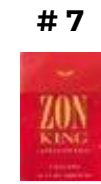
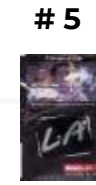
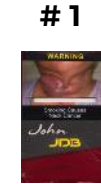
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Top 10 Illegal Cigarettes Brands* For Selangor

Volume contribution to National = 16%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	10.9	12.1	9.2
2.	U2	7.0	6.8	9.1
3.	Cudang Garam	6.3	7.1	6.1
4.	Canyon	4.9	4.7	5.3
5.	L.A.	4.8	3.5	4.3
6.	Luffman	3.1	3.6	4.9
7.	Zon King	2.0	1.7	3.0
8.	A380*	1.4	1.6	0.6
9.	Misto*	0.9	2.3	1.7
10.	Sampoerna	0.6	0.4	0.5
Top 10 Total		41.9	43.8	44.7
Other Illegal		3.4	4.1	7.0
Total Illegal %		45.3	47.9	51.7

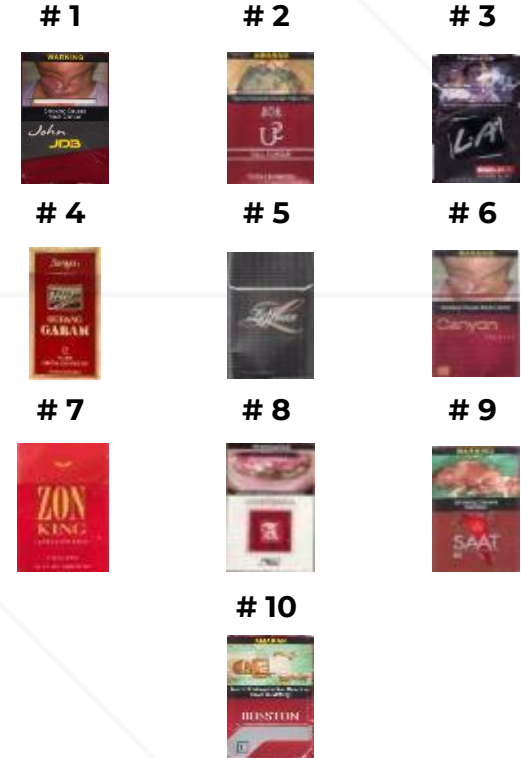


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For WP KL

Volume contribution to National = 7%

		2023	2022	2021
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	11.0	12.3	10.1
2.	U2	7.3	7.7	9.9
3.	L.A.	5.0	3.4	4.8
4.	Gudang Garam	4.4	5.5	5.3
5.	Luffman	4.4	4.2	5.7
6.	Canyon	3.9	4.3	4.3
7.	Zon King	3.2	2.3	3.4
8.	Sampoerna	0.6	0.5	0.6
9.	Saat	0.3	0.6	0.7
10.	Bosston*	0.2	0.3	0.8
Top 10 Total		40.3	41.1	45.6
Other Illegal		1.1	2.5	4.5
Total Illegal %		41.4	43.6	50.1



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Top 10 Illegal Cigarettes Brands* For N.Sembilan

Volume contribution to National = 3%

		2023	2022	2021
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Canyon	7.9	8.1	8.5
2.	A380*	6.9	7.3	2.8
3.	Misto*	6.8	10.4	7.2
4.	John	5.0	4.4	2.6
5.	Gudang Garam	3.0	4.0	3.6
6.	6 th Sense	2.8	1.4	1.2
7.	League	1.4	0.3	0.7
8.	U2	1.3	2.2	4.4
9.	Pragon*	1.3	0.4	0.5
10.	Bosston*	1.0	1.3	0.9
Top 10 Total		37.4	39.8	32.4
Other Illegal		3.9	5.9	5.1
Total Illegal %		41.3	45.7	37.5



* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Melaka

Volume contribution to National = 3%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	10.7	16.8	9.1
2.	Canyon	7.7	15.6	13.2
3.	SOHO*	7.6	1.8	1.5
4.	Bosston*	4.9	4.0	2.8
5.	Misto*	4.1	2.6	5.1
6.	Promax*	3.1	4.6	3.1
7.	Manchester*	2.9	0.7	0.7
8.	Gudang Garam	2.2	0.9	0.9
9.	Pragon*	1.3	1.6	1.7
10.	Galaxy*	0.8	0.0**	-
Top 10 Total		45.3	48.6	38.1
Other Illegal		3.9	4.7	10.7
Total Illegal %		49.2	53.3	48.8



* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Johor

Volume contribution to National = 19%

		2023	2022	2021
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Canyon	13.2	14.6	9.8
2.	John	8.9	12.7	7.8
3.	U2	5.8	5.8	7.6
4.	Gudang Garam	4.7	4.1	2.6
5.	Bosston*	3.3	3.3	2.4
6.	Misto*	2.9	4.0	4.6
7.	NYX	1.9	0.7	0.4
8.	Manchester*	1.8	0.8	0.7
9.	D&J	1.8	0.0**	0.1
10.	Promax*	1.4	1.4	1.3
Top 10 Total		45.7	47.4	37.3
Other Illegal		10.3	6.7	9.0
Total Illegal %		56.0	54.1	46.3

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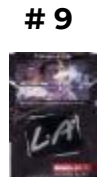
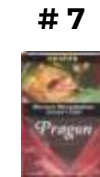


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Pahang

Volume contribution to National = 13%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	29.4	27.1	28.1
2.	U2	11.7	9.8	11.4
3.	Canyon	11.7	8.8	7.8
4.	Gudang Garam	9.4	5.8	5.3
5.	Bosston*	7.3	6.6	3.9
6.	Concept*	2.3	1.4	1.1
7.	Pragon*	1.0	0.9	0.8
8.	Gajah Baru	0.7	-	-
9.	L.A.	0.6	0.5	0.6
10.	Misto*	0.6	0.7	1.0
Top 10 Total		74.7	61.6	60.0
Other Illegal		3.0	5.4	12.0
Total Illegal %		77.7	67.0	72.0



* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Terengganu

Volume contribution to National = 4%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	39.2	36.5	26.1
2.	Saat	4.5	10.4	24.5
3.	Cudang Garam	4.3	5.1	4.0
4.	Pragon*	4.3	5.4	1.7
5.	U2	4.2	5.4	9.6
6.	Misto*	1.7	1.4	0.8
7.	Bosston*	1.7	0.3	0.2
8.	Redwood*	1.7	0.7	0.1
9.	Premium	1.5	0.2	0.1
10.	Canyon	1.2	1.3	0.5
Top 10 Total		64.3	66.7	67.6
Other Illegal		4.1	4.5	5.4
Total Illegal %		68.4	71.2	73.0



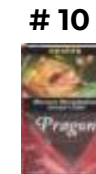
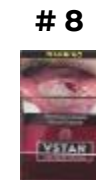
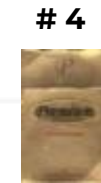
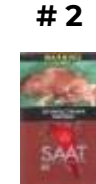
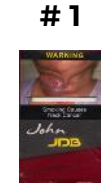
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Top 10 Illegal Cigarettes Brands* For Kelantan

Volume contribution to National = 3%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	32.2	34.3	3.6
2.	Saat	17.6	25.8	58.5
3.	Gudang Garam	2.4	4.1	2.2
4.	Premium	1.5	0.6	0.0**
5.	Lee	0.9	2.5	0.0**
6.	Concept*	0.8	2.8	1.5
7.	Tex	0.7	0.3	0.6
8.	Vstar	0.1	0.3	-
9.	D&J	0.1	0.0**	0.3
10.	Pragon*	0.1	0.1	0.0**
Top 10 Total		56.4	70.8	66.7

Other Illegal		0.5	1.3	1.3
Total Illegal %		56.9	72.1	68.0

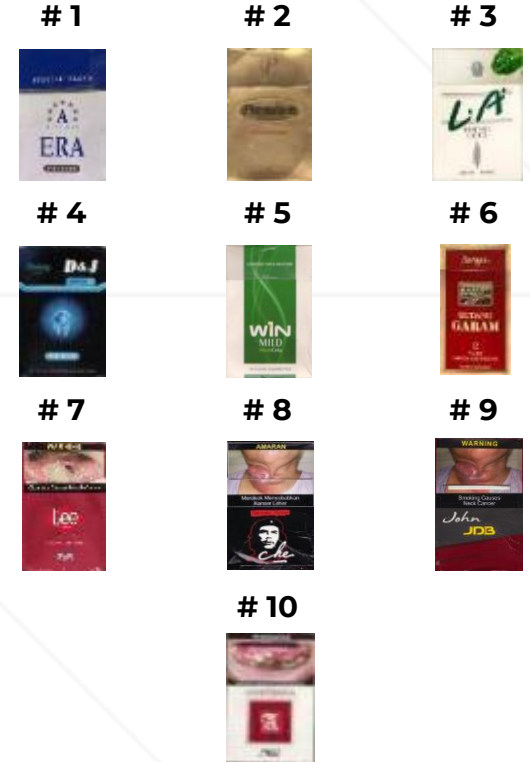


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0.0%** Incidence is less than 0.1%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Sabah

Volume contribution to National = 10%

		2023	2022	2021
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	73.1	70.4	68.5
2.	Premium	2.2	3.8	7.2
3.	L.A.	1.8	1.8	2.6
4.	D&J	0.7	1.1	1.6
5.	Win Mild	0.3	0.5	0.3
6.	Gudang Garam	0.1	1.3	2.2
7.	Lee	0.0**	-	-
8.	Che	0.0**	-	-
9.	John	0.0**	0.1	0.0**
10.	Sampoerna	0.0**	0.0**	0.0**
Top 10 Total		78.2	79.0	82.4
Other Illegal		0.2	0.5	1.0
Total Illegal %		78.4	79.5	83.4

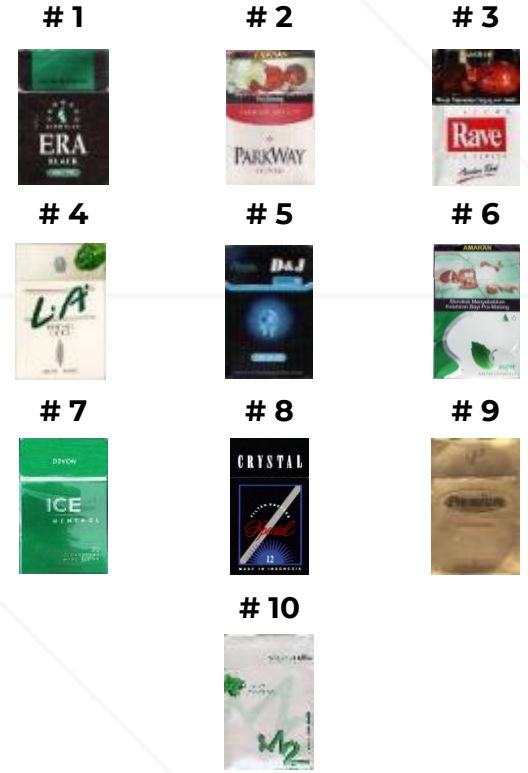


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
 0.0** Incidence is less than 0.1%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Sarawak

Volume contribution to National = 11%

	Illegal Brand	2023	2022	2021
		SOM (%)	SOM (%)	SOM (%)
1.	Era	27.3	27.7	31.6
2.	Parkway	19.1	20.2	21.3
3.	Rave	13.9	12.1	8.2
4.	L.A.	7.5	6.7	4.5
5.	D&J	3.5	3.9	4.9
6.	S Super	1.8	3.4	1.2
7.	Devon	1.8	1.1	1.7
8.	Crystal	1.2	0.8	0.1
9.	Premium	0.7	0.8	1.9
10.	Master Mild M2	0.6	0.4	0.6
Top 10 Total		77.4	77.1	76.0
Other Illegal		2.8	4.0	4.5
Total Illegal %		80.2	81.1	80.5



* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise



About NielsenIQ

Arthur C. Nielsen, who founded Nielsen in 1923, is the original name in consumer intelligence. After decades of helping companies look to the future, we are setting the foundation for our future by becoming NielsenIQ. We continue to be the undisputed industry leaders as evidenced by our experience and unmatched integrity. As we move forward, we are focused on providing the best retail and consumer data platform, enabling better innovation, faster delivery, and bolder decision-making. We are unwavering in our commitment to these ideals and passionate about helping clients achieve success. For more information, visit: niq.com