



Illicit Cigarettes Study (ICS) In Malaysia, 2022 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:

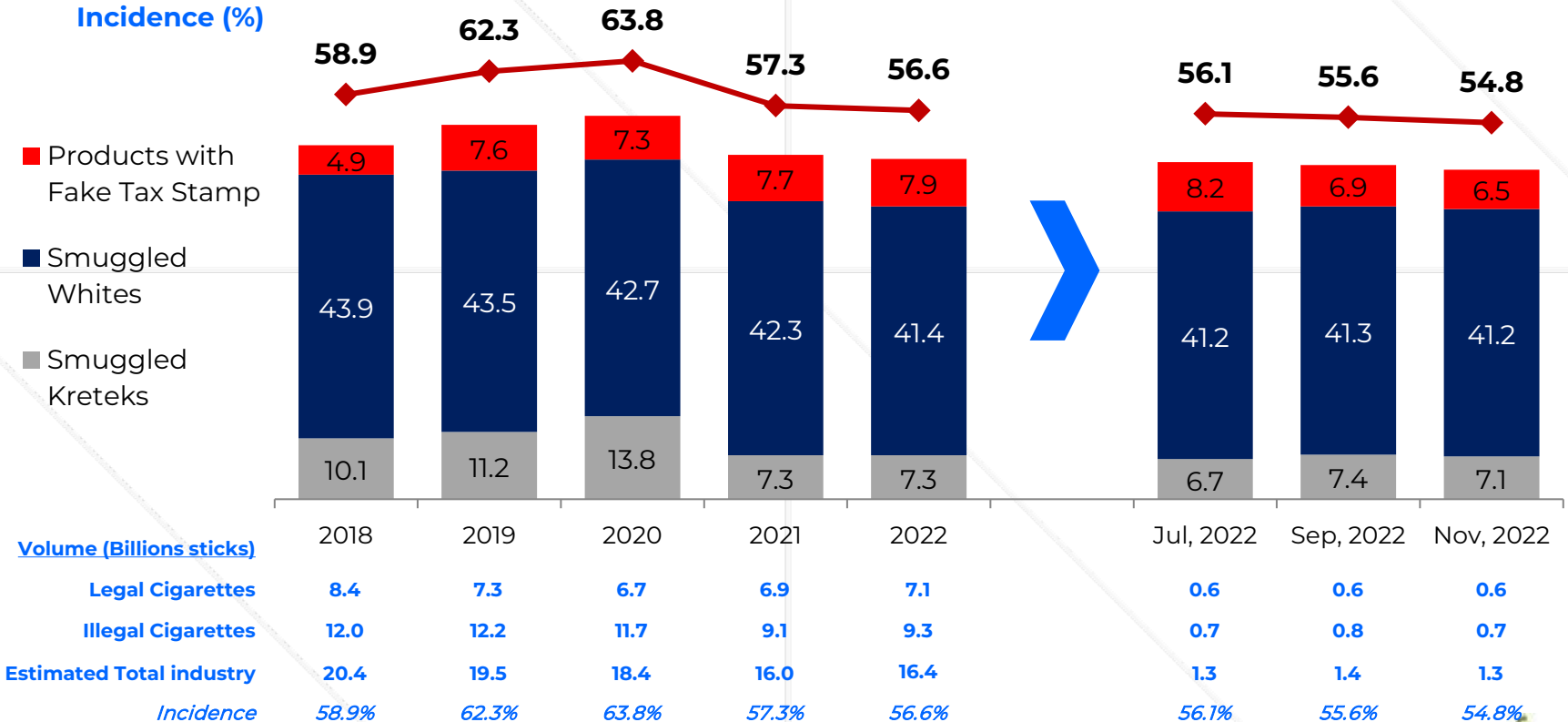
1. Absence of Registered Importers
2. Unregistered Importers*
3. Absence of Registered Manufacturers
4. Unregistered Manufacturers*
5. Packs with counterfeit (fake) Malaysian tax stamp**
6. Packs without Malaysian tax stamp
7. Packs with non-Malaysian tax stamp
8. Unregistered Brand*
9. Non Compliance 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 :

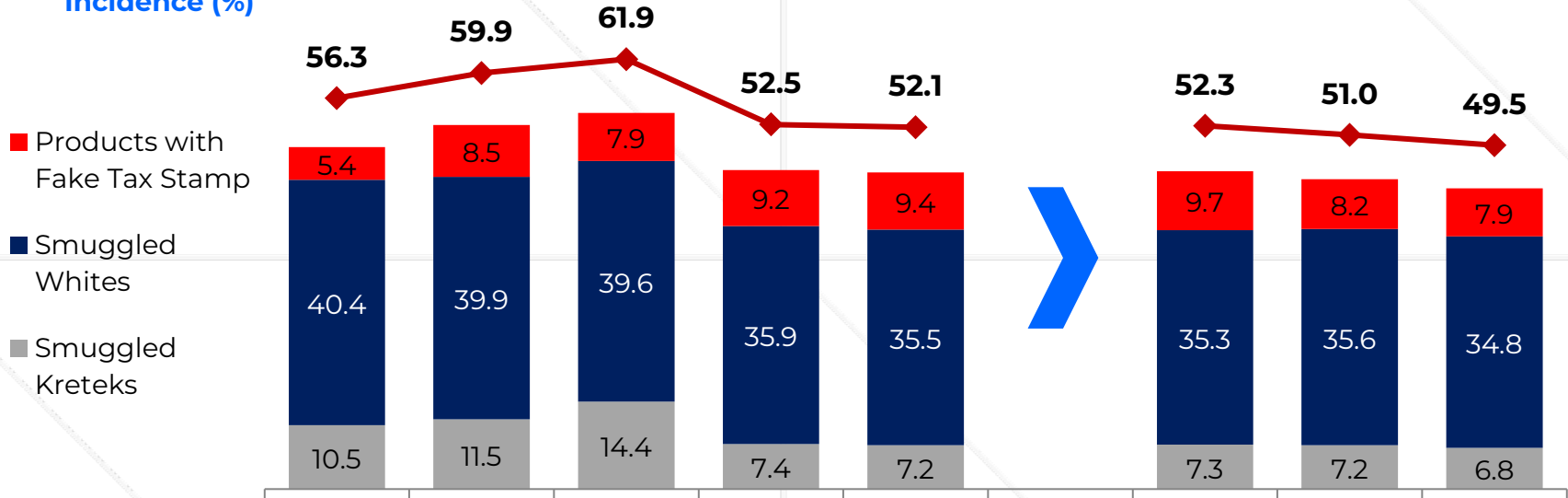
Overall decrease by 0.7 ppt. vs. 2021



Illegal Cigarettes Incidence In Pen. Malaysia :

Overall decrease by 0.4 ppt. vs. 2021

Incidence (%)



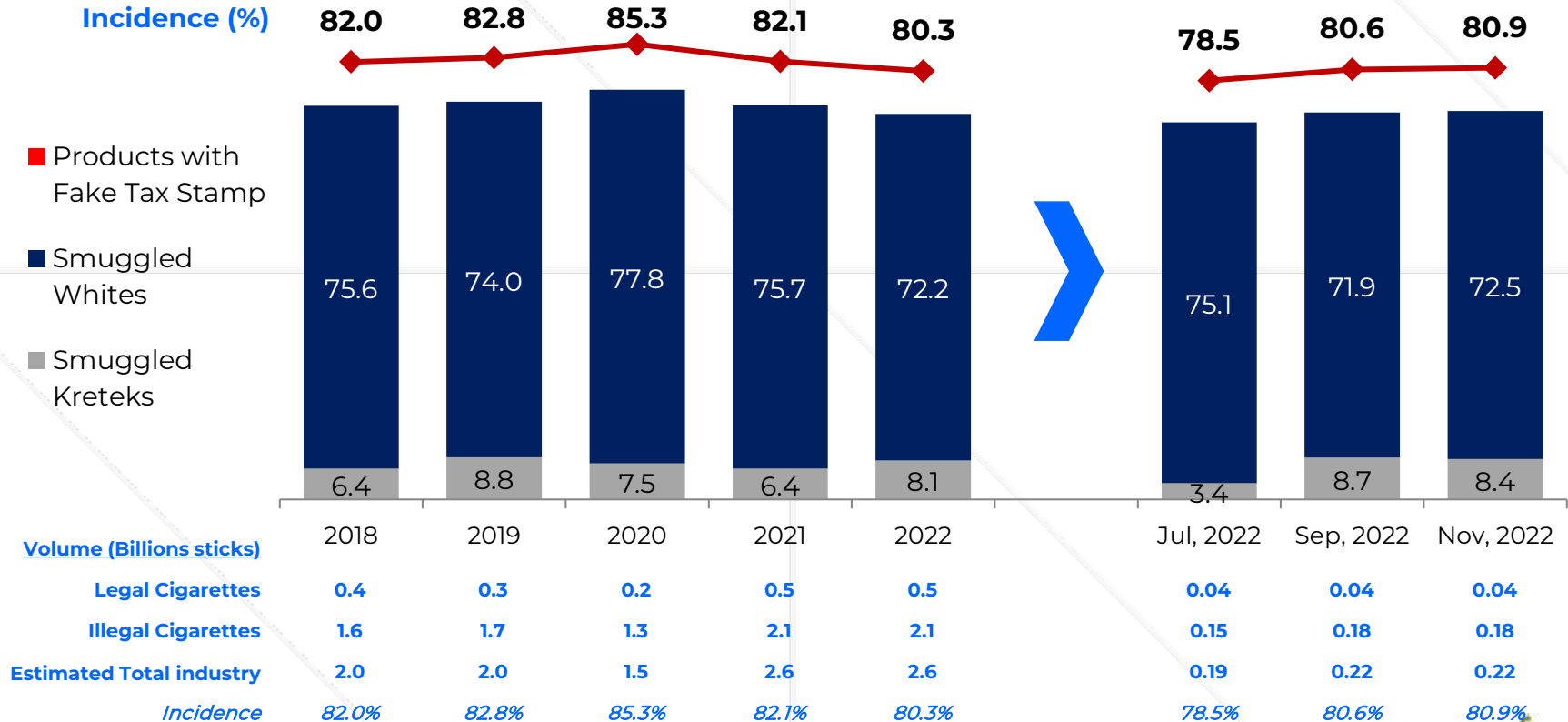
Volume (Billions sticks)

	2018	2019	2020	2021	2022	Jul, 2022	Sep, 2022	Nov, 2022
Legal Cigarettes	8.0	7.0	6.5	6.4	6.6	0.52	0.58	0.55
Illegal Cigarettes	10.4	10.5	10.4	7.0	7.2	0.58	0.61	0.54
Estimated Total industry	18.4	17.5	16.9	13.4	13.8	1.10	1.19	1.09
Incidence	56.3%	59.9%	61.9%	52.5%	52.1%	52.3%	51.0%	49.5%



Illegal Cigarettes Incidence In East Malaysia :

Overall decrease by 1.8 ppt. vs. 2021



Top 10 Illegal Cigarettes Brands*

They account for approximately 81% of illegal cigarettes volume

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	15.4	11.9	13.9
2.	Era	7.7	8.4	3.7
3.	Canyon	5.2	4.2	4.7
4.	Gudang Garam	4.2	4.0	6.4
5.	U2	3.9	5.3	9.0
6.	Saat	2.3	4.0	4.0
7.	LA	1.9	2.2	4.8
8.	Misto	1.9	1.6	0.7
9.	Bosston*	1.4	1.1	1.1
10.	A380*	1.4	1.1	1.1
Top 10 Total		45.6	44.3	48.8
<i>Other Illegal</i>		<i>11.0</i>	<i>13.0</i>	<i>15.0</i>
Total Illegal %		56.6	57.3	63.8

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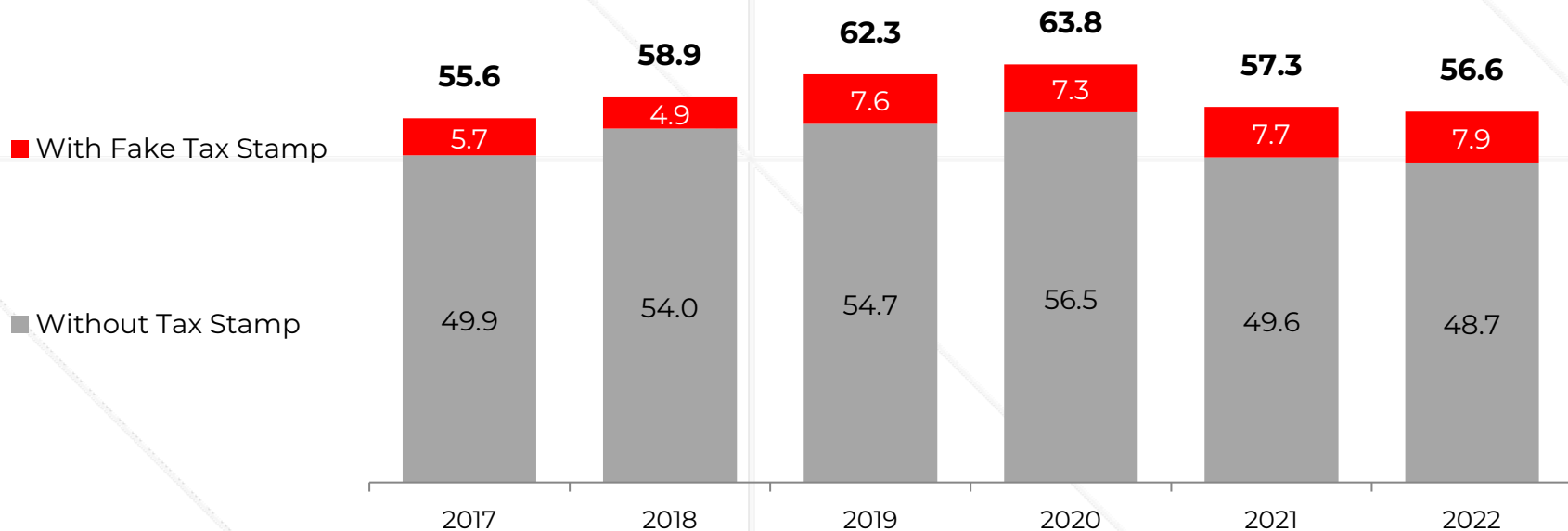


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
0%** Incidence is less than 0.5%; figure is too small to feature.

Tax Stamp Breakdown Of Illegal Cigarettes :

86% of illegal cigarettes are without tax stamps while remaining 14% are with fake tax stamps

Incidence (%)



Illegal Cigarettes Incidence By State :

7 State recording an increase vs. 2021

	A 2022				B 2021				A minus B Variance (2022 vs. 2021)				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	81.1	0.0	68.7	12.4	80.5	0.0	72.8	7.7	+0.6	0.0	-4.1	+4.7	11%
Sabah	79.5	0.0	75.9	3.6	83.4	0.0	78.0	5.4	-3.9	0.0	-2.1	-1.8	11%
Kelantan	72.1	3.4	64.5	4.2	68.0	2.1	63.4	2.5	+4.1	+1.3	+1.1	+1.7	6%
Terengganu	71.2	10.4	55.5	5.3	73.0	6.3	62.5	4.2	-1.8	+4.1	-7.0	+1.1	4%
Pahang	67.0	11.3	48.4	7.3	72.0	8.5	55.9	7.6	-5.0	+2.8	-7.5	-0.3	7%
Kedah	60.1	6.3	47.6	6.2	55.1	5.6	42.2	7.3	+5.0	+0.7	+5.4	-1.1	5%
Johor	54.1	13.2	34.5	6.4	46.3	15.1	26.6	4.6	+7.8	-1.9	+7.9	+1.8	16%
Melaka	53.3	18.7	33.0	1.6	48.8	22.8	24.6	1.4	+4.5	-4.1	+8.4	+0.2	3%
Perlis	49.9	3.2	37.4	9.3	47.4	2.4	36.7	8.3	+2.5	+0.8	+0.7	+1.0	0%
Selangor	47.9	6.2	29.8	11.9	51.7	6.5	33.4	11.8	-3.8	-0.3	-3.6	+0.1	17%
Penang	46.1	8.7	35.1	2.3	52.9	9.5	38.0	5.4	-6.8	-0.8	-2.9	-3.1	5%
N.Sembilan	45.7	24.3	16.3	5.1	37.5	15.1	17.7	4.7	+8.2	+9.2	-1.4	+0.4	4%
WP KL	43.6	1.6	31.8	10.2	50.1	3.7	35.1	11.3	-6.5	-2.1	-3.3	-1.1	7%
Perak	32.2	12.7	18.0	1.5	33.1	17.8	14.0	1.3	-0.9	-5.1	+4.0	+0.2	3%
National Incidence	56.6	7.9	41.4	7.3	57.3	7.7	42.3	7.3	-0.7	+0.2	-0.9	0.0	100%

Top 10 Illegal Cigarettes Brands* For Perlis

Volume contribution to National = 0%**

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	33.4	32.0	36.7
2.	Gudang Garam	8.6	7.9	11.0
3.	Vess	3.0	1.7	-
4.	Vson*	1.2	0.6	-
5.	Touro	0.6	0.3	-
6.	Concept*	0.5	0.1	0.1
7.	A380*	0.4	0.2	1.0
8.	Manchester*	0.3	0.6	0.4
9.	Luffman	0.3	0.1	0.7
10.	Tiara	0.2	0.8	0.2
Top 10 Total		48.5	44.3	50.1

<i>Other Illegal</i>	1.4	3.1	4.8
Total Illegal %	49.9	47.4	54.9

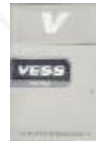
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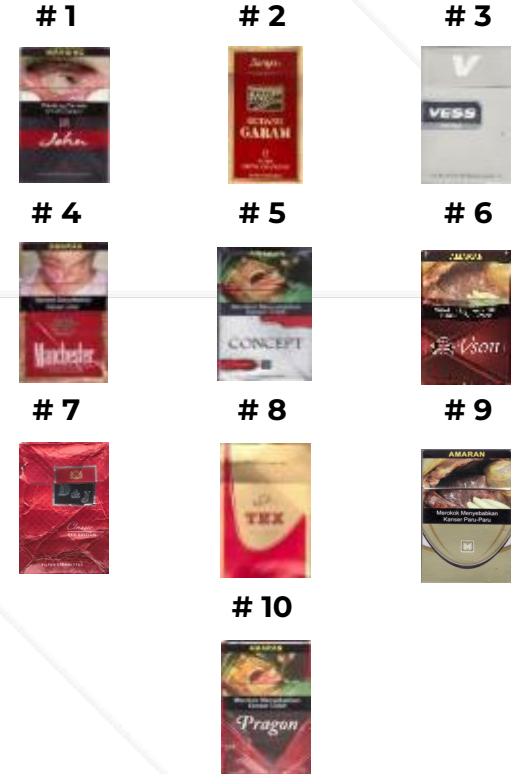
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
0%** Incidence is less than 0.5%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Kedah

Volume contribution to National = 5%

		2022	2021	2020
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	42.8	38.1	38.6
2.	Gudang Garam	6.1	7.2	7.2
3.	Vess	2.2	0.8	-
4.	Manchester*	1.3	1.0	1.0
5.	Concept*	1.0	0.6	1.9
6.	Vson*	1.0	0.4	0.1
7.	D&J	0.8	1.2	0.7
8.	Tex	0.6	0.6	0.7
9.	M*	0.5	1.4	6.8
10.	Pragon*	0.5	0.6	0.5
Top 10 Total		56.8	51.9	57.5

<i>Other Illegal</i>		3.3	3.2	10.2
Total Illegal %		60.1	55.1	67.7



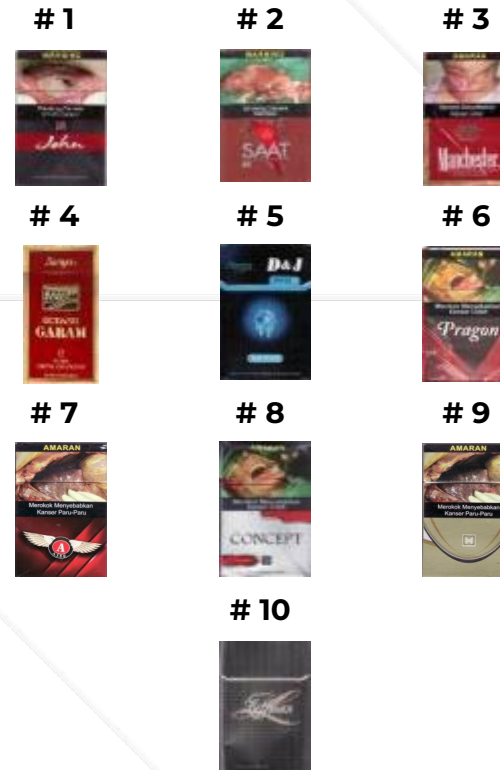
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Penang

Volume contribution to National = 5%

		2022	2021	2020
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	25.5	29.7	22.6
2.	Saat	5.5	1.4	4.0
3.	Manchester*	2.9	1.8	2.2
4.	Gudang Garam	2.2	5.1	6.4
5.	D&J	1.2	2.5	0.4
6.	Pragon*	1.1	1.7	1.4
7.	A380*	0.9	1.1	3.2
8.	Concept*	0.9	1.3	0.5
9.	M*	0.8	0.9	2.4
10.	Luffman	0.7	0.9	1.9
Top 10 Total		41.7	46.4	45.0

<i>Other Illegal</i>		4.4	6.5	9.4
Total Illegal %		46.1	52.9	54.4



* 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

Top 10 Illegal Cigarettes Brands* For Perak

Volume contribution to National = 3%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	10.8	7.8	8.7
2.	D&J	3.3	3.2	2.7
3.	Bosston*	2.2	2.3	1.8
4.	Manchester*	2.1	1.8	1.3
5.	Misto*	1.7	1.8	1.3
6.	Canyon	1.7	0.9	3.0
7.	9th Century*	1.7	2.5	2.3
8.	Concept*	1.6	4.6	3.6
9.	Gudang Garam	1.4	1.1	1.5
10.	Pragon*	0.8	1.4	2.1
Top 10 Total		27.3	27.4	28.3

	<i>Other Illegal</i>	4.9	5.7	10.9
	Total Illegal %	32.2	33.1	39.2

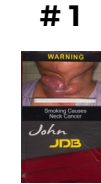


* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Selangor

Volume contribution to National = 17%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	12.1	9.2	12.7
2.	Gudang Garam	7.1	6.1	9.2
3.	U2	6.8	9.1	12.5
4.	Canyon	4.7	5.3	4.8
5.	Luffman	3.6	4.9	4.0
6.	L.A.	3.5	4.3	8.9
7.	Misto*	2.3	1.7	0.6
8.	Zon King	1.7	3.0	1.4
9.	A380*	1.6	0.6	1.2
10.	Bosston*	0.6	0.9	0.7
Top 10 Total		44.0	45.1	56.0
<i>Other Illegal</i>		<i>3.9</i>	<i>6.6</i>	<i>8.1</i>
Total Illegal %		47.9	51.7	64.1



* 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

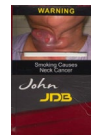
Top 10 Illegal Cigarettes Brands* For WP KL

Volume contribution to National = 7%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	12.3	10.1	14.1
2.	U2	7.7	9.9	14.8
3.	Cudang Garam	5.5	5.3	8.7
4.	Canyon	4.3	4.3	4.4
5.	Luffman	4.2	5.7	4.6
6.	L.A.	3.4	4.8	10.3
7.	Zon King	2.3	3.4	1.7
8.	Saat	0.6	0.7	0.7
9.	Sampoerna	0.5	0.6	2.2
10.	Diplomat	0.5	0.2	0.3
Top 10 Total		41.3	45.0	61.8

	<i>Other Illegal</i>	2.3	5.1	5.0
	Total Illegal %	43.6	50.1	66.8

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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 N.Sembilan

Volume contribution to National = 4%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Misto*	10.4	7.2	3.2
2.	Canyon	8.1	8.5	6.8
3.	A380*	7.3	2.8	4.3
4.	John	4.4	2.6	8.2
5.	Gudang Garam	4.0	3.6	6.4
6.	U2	2.2	4.4	7.0
7.	Manchester*	2.1	1.3	0.7
8.	6 th Sense	1.4	1.2	0.1
9.	Bosston	1.3	0.9	1.2
10.	L.A.	0.6	0.2	0.7
Top 10 Total		41.8	32.7	38.6

	<i>Other Illegal</i>	3.9	4.8	8.6
	Total Illegal %	45.7	37.5	47.2

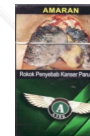
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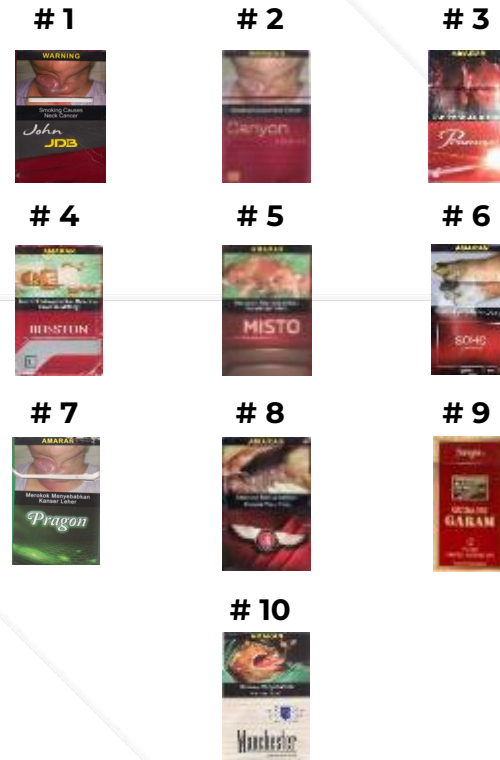
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Melaka

Volume contribution to National = 3%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	16.8	9.1	18.9
2.	Canyon	15.6	13.2	9.0
3.	Promax*	4.6	3.1	4.2
4.	Bosston*	4.0	2.8	5.0
5.	Misto*	2.6	5.1	1.7
6.	SOHO	1.8	1.5	0.5
7.	Pragon*	1.6	1.7	0.9
8.	A380*	1.0	5.0	3.3
9.	Gudang Garam	0.9	0.9	2.3
10.	Manchester*	0.7	0.7	0.8
Top 10 Total		49.6	43.1	46.6

	<i>Other Illegal</i>	3.7	5.7	8.4
	Total Illegal %	53.3	48.8	55.0



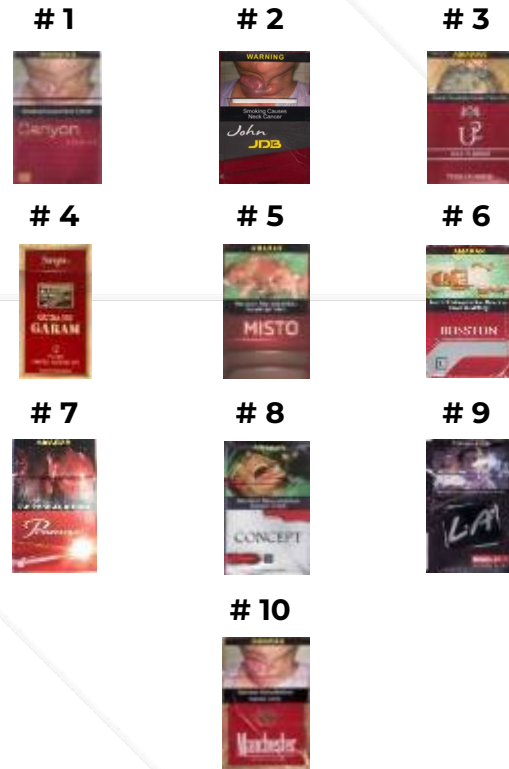
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Johor

Volume contribution to National = 16%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Canyon	14.6	9.8	8.9
2.	John	12.7	7.8	9.1
3.	U2	5.8	7.6	7.6
4.	Gudang Garam	4.1	2.6	3.4
5.	Misto*	4.0	4.6	2.3
6.	Bosston*	3.3	2.4	2.6
7.	Promax*	1.4	1.3	1.6
8.	Concept*	1.0	1.2	1.5
9.	L.A.	1.0	0.7	0.7
10.	Manchester*	0.8	0.7	0.6
Top 10 Total		48.7	38.7	38.3

	<i>Other Illegal</i>	5.4	7.6	7.7
	Total Illegal %	54.1	46.3	46.0



* 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 Pahang

Volume contribution to National = 7%

		2022	2021	2020
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	27.1	28.1	20.9
2.	U2	9.8	11.4	19.7
3.	Canyon	8.8	7.8	8.5
4.	Bosston*	6.6	3.9	2.1
5.	Gudang Garam	5.8	5.3	7.3
6.	Concept*	1.4	1.1	0.3
7.	Pragon*	0.9	0.8	0.4
8.	Touro	0.9	0.4	0.5
9.	Saat	0.8	6.3	1.4
10.	Misto*	0.7	1.0	0.3
Top 10 Total		62.8	66.1	61.4

<i>Other Illegal</i>		4.2	5.9	15.4
Total Illegal %		67.0	72.0	76.8



* 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 Terengganu

Volume contribution to National = 4%

		2022	2021	2020
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	36.5	26.1	29.7
2.	Saat	10.4	24.5	27.3
3.	Pragon*	5.4	1.7	0.2
4.	U2	5.4	9.6	9.1
5.	Gudang Garam	5.1	4.0	4.0
6.	Concept*	1.6	1.1	0.1
7.	Misto*	1.4	0.8	0.2
8.	Canyon	1.3	0.5	2.3
9.	Redwood*	0.7	0.1	-
10.	League	0.5	0.7	0.6
Top 10 Total		68.3	69.1	73.5

<i>Other Illegal</i>		2.9	3.9	4.5
Total Illegal %		71.2	73.0	78.0



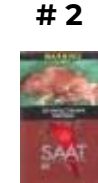
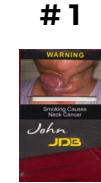
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise

Top 10 Illegal Cigarettes Brands* For Kelantan

Volume contribution to National = 6%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	34.3	3.6	7.1
2.	Saat	25.8	58.5	57.4
3.	Cudang Garam	4.1	2.2	3.6
4.	Concept*	2.8	1.5	0.5
5.	Lee	2.5	0.0**	-
6.	Premium	0.6	0.0**	0.1
7.	Galaxy	0.4	-	-
8.	Tex	0.3	0.6	1.9
9.	Vstar	0.3	-	-
10.	Misto*	0.2	0.5	0.0**
Top 10 Total		71.3	66.9	70.6

<i>Other Illegal</i>	<i>0.8</i>	<i>1.1</i>	<i>2.3</i>
Total Illegal %	72.1	68.0	72.9



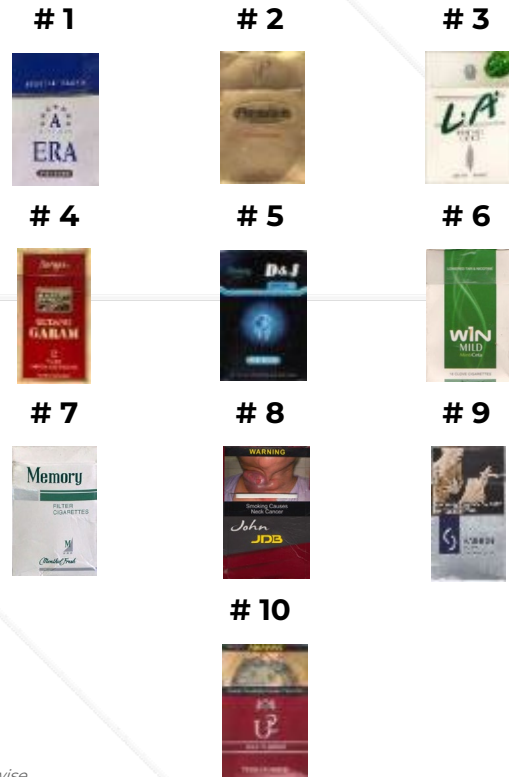
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
0.0%** Incidence is less than 0.1%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Sabah

Volume contribution to National = 11%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Era	70.4	68.5	52.3
2.	Premium	3.8	7.2	24.6
3.	L.A.	1.8	2.6	0.9
4.	Gudang Garam	1.3	2.2	1.0
5.	D&J	1.1	1.6	2.2
6.	Win Mild	0.5	0.3	0.1
7.	Memory	0.2	0.3	0.1
8.	John	0.1	0.0**	0.1
9.	Saigon	0.0**	-	-
10.	U2	0.0**	-	0.0**
Top 10 Total		79.2	82.7	81.3

<i>Other Illegal</i>	0.3	0.7	5.3
Total Illegal %	79.5	83.4	86.6



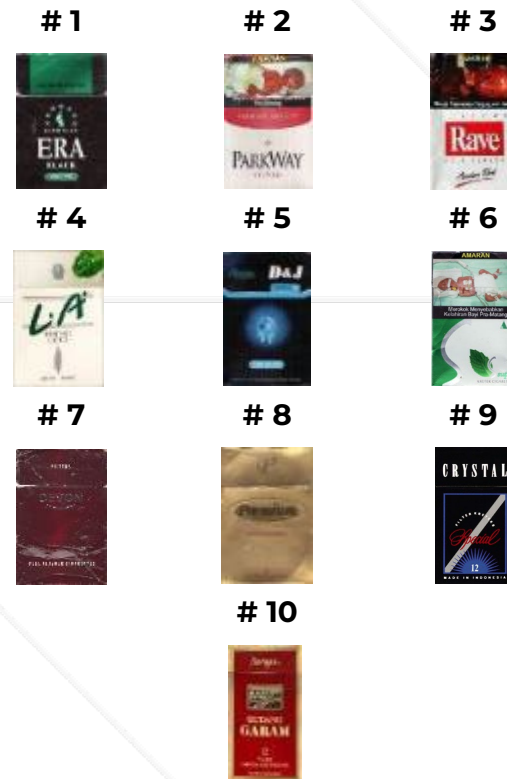
* relates to incidence of empty packs collected that meet any of illegal cigarettes criteria in page 3, regardless whether they are a legal brand or otherwise
 0.0%** Incidence is less than 0.1%; figure is too small to feature.

Top 10 Illegal Cigarettes Brands* For Sarawak

Volume contribution to National = 11%

		2022	2021	2020
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Era	27.7	31.6	29.1
2.	Parkway	20.2	21.3	19.2
3.	Rave	12.1	8.2	8.6
4.	L.A.	6.7	4.5	6.6
5.	D&J	3.9	4.9	4.0
6.	S Super	3.4	1.2	1.2
7.	Devon	1.1	1.7	0.6
8.	Premium	0.8	1.9	1.6
9.	Crystal	0.8	0.1	0.2
10.	Gudang Garam	0.7	0.5	0.9
Top 10 Total		77.4	75.9	72.0

	<i>Other Illegal</i>	3.7	4.6	10.2
	Total Illegal %	81.1	80.5	82.2



* 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