

# Illicit Cigarettes Study (ICS) In Malaysia, 2025 Report

Report Commissioned by CMTM member companies



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# Illegal Cigarettes Criteria For Verification

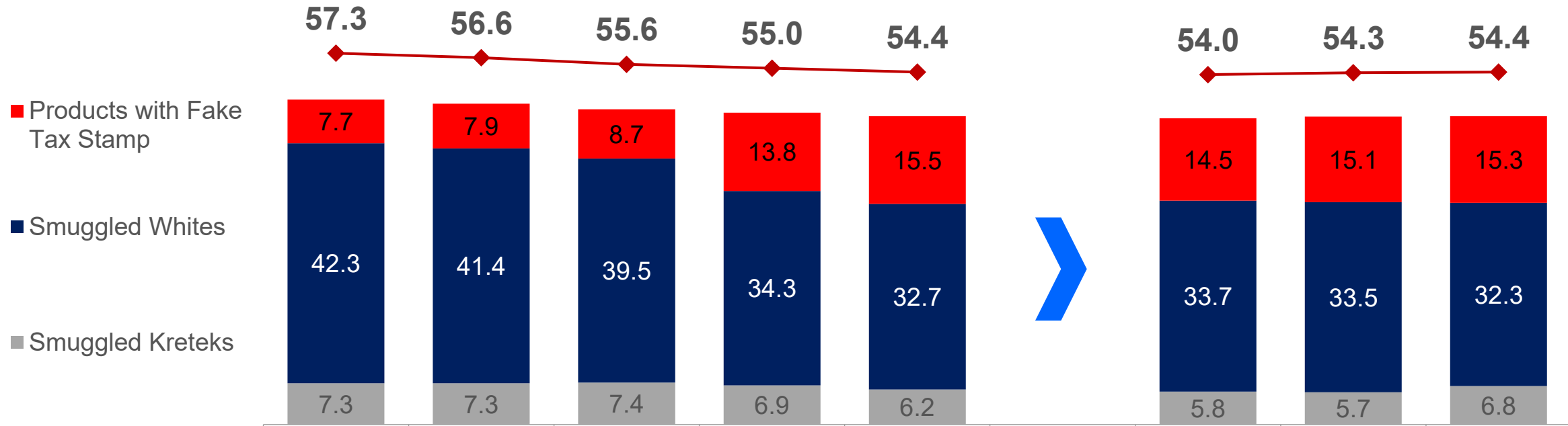
Packs with at least one (1) of the following features:

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

# Illegal Cigarettes Incidence At National Level :

Overall decrease by 0.6 ppt. vs. 2024

Incidence (%)



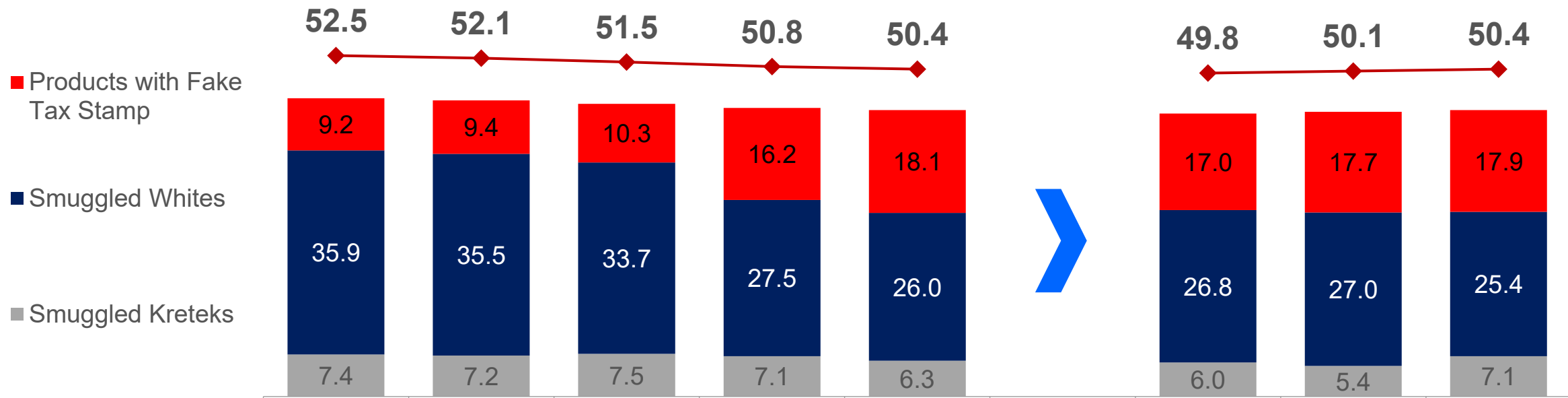
Volume (Billions sticks)

	2021	2022	2023	2024	2025	Jul, 2025	Sep, 2025	Nov, 2025
Legal Cigarettes	6.9	7.1	7.1	6.9	6.9	0.510	0.578	0.510
Illegal Cigarettes	9.1	9.3	8.9	8.5	8.2	0.600	0.686	0.609
Estimated Total industry	16.0	16.4	16.0	15.4	15.1	1.110	1.264	1.119
Incidence	57.3%	56.6%	55.6%	55.0%	54.4%	54.0%	54.3%	54.4%

# Illegal Cigarettes Incidence In Pen. Malaysia :

Overall decrease by 0.4 ppt. vs. 2024

Incidence (%)



Volume (Billions sticks)

	2021	2022	2023	2024	2025	Jul, 2025	Sep, 2025	Nov, 2025
Legal Cigarettes	6.4	6.6	6.6	6.4	6.4	0.475	0.538	0.474
Illegal Cigarettes	7.0	7.2	7.0	6.7	6.5	0.470	0.540	0.483
Estimated Total industry	13.4	13.8	13.6	13.1	12.9	0.945	1.078	0.957
Incidence	52.5%	52.1%	51.5%	50.8%	50.4%	49.8%	50.1%	50.4%

# Illegal Cigarettes Incidence In East Malaysia :

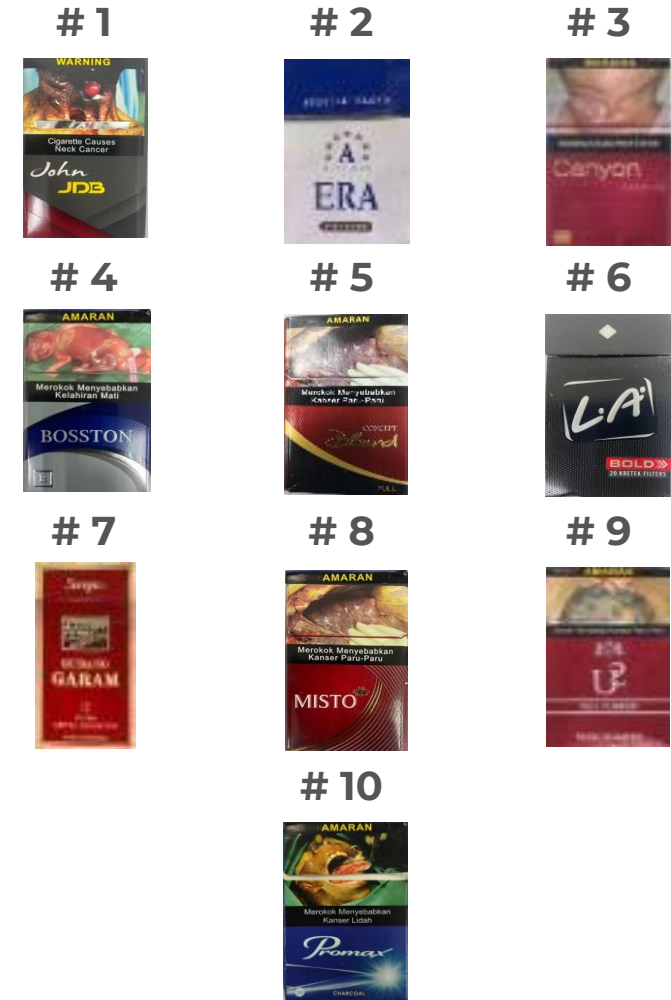
Overall decrease by 0.9 ppt. vs. 2024



# Top 10 Illegal Cigarettes Brands

They account for approximately 76% of illegal cigarettes volume

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.2	12.2	13.7
2.	Era	7.5	7.7	7.4
3.	Canyon	4.0	4.1	5.6
4.	Bosston*	3.8	3.3	1.7
5.	Concept*	2.9	2.2	0.8
6.	L.A.	2.5	2.6	2.3
7.	Gudang Garam	2.5	3.1	4.2
8.	Misto*	2.4	2.4	1.4
9.	U2	2.1	2.6	4.4
10.	Promax*	1.4	0.8	0.5
<b>Top 10 Total</b>		<b>41.3</b>	<b>41.0</b>	<b>42.0</b>
<i>Other Illegal</i>		13.2	14.0	13.6
<b>Total Illegal %</b>		<b>54.5</b>	<b>55.0</b>	<b>55.6</b>



# Top 10 Smuggled Whites Brands

They account for approximately 95% of smuggled whites volume

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.2	12.2	13.7
2.	Era	7.5	7.7	7.4
3.	Canyon	4.0	4.1	5.6
4.	U2	2.1	2.6	4.4
5.	Parkway	1.3	1.4	1.5
6.	Zon King	1.3	0.9	0.8
7.	D&J	0.8	1.1	1.0
8.	Rave	0.7	0.9	1.1
9.	Luffman	0.6	0.8	1.1
10.	Saat	0.5	0.7	0.8
<b>Top 10 Total</b>		<b>31.0</b>	<b>32.4</b>	<b>37.4</b>
<i>Other Illegal</i>		1.7	1.9	2.1
<b>Total Illegal %</b>		<b>32.7</b>	<b>34.3</b>	<b>39.5</b>



# Top 10 Products With Fake Tax Stamp Cigarettes Brands

They account for approximately 94% of illegal cigarettes volume

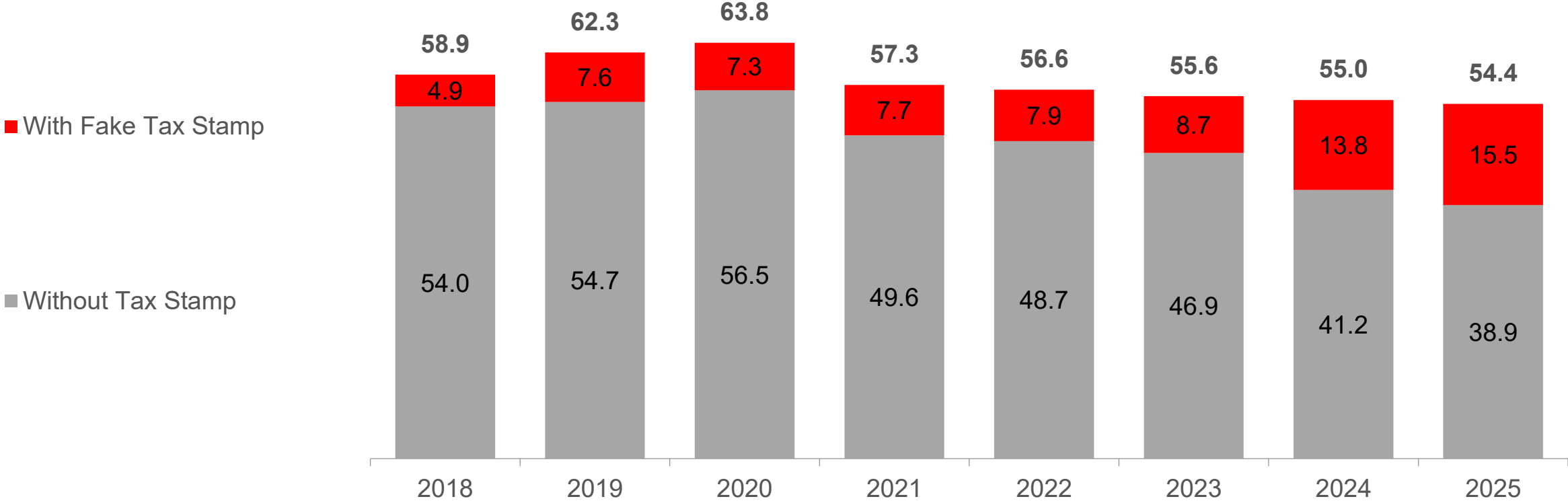
		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Bosston*	3.8	3.3	1.7
2.	Concept*	2.9	2.2	0.8
3.	Misto*	2.4	2.4	1.4
4.	Promax*	1.4	0.8	0.5
5.	Galaxy*	0.9	0.8	0.3
6.	Manchester*	0.8	0.6	0.7
7.	9th Century	0.7	0.4	0.3
8.	A380*	0.7	1.0	0.9
9.	Pragon*	0.6	0.9	0.7
10.	6th Sense*	0.3	0.3	0.3
<b>Top 10 Total</b>		<b>14.5</b>	<b>12.7</b>	<b>7.6</b>
<i>Other Illegal</i>		<i>1.0</i>	<i>1.1</i>	<i>1.1</i>
<b>Total Illegal %</b>		<b>15.5</b>	<b>13.8</b>	<b>8.7</b>



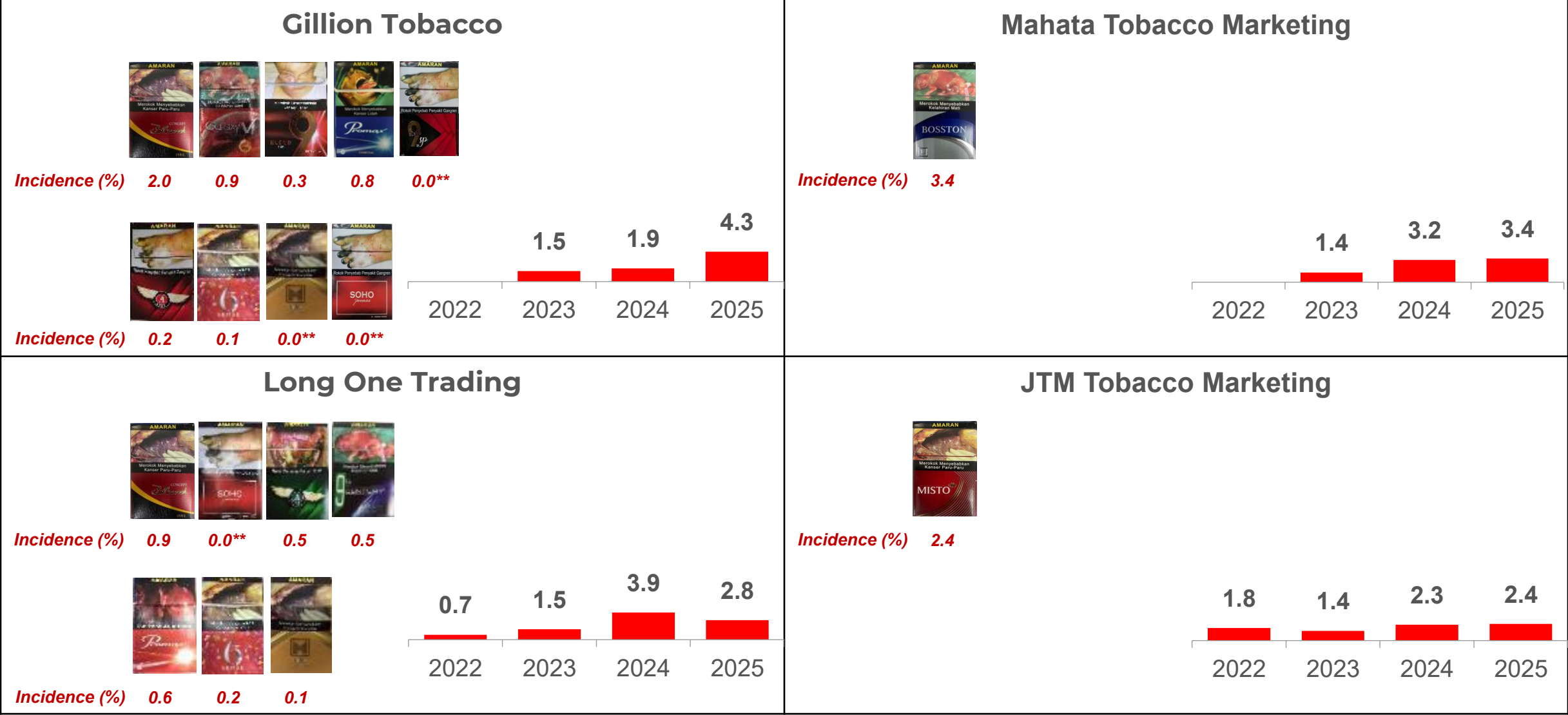
# Tax Stamp Breakdown Of Illegal Cigarettes :

- 72% of illegal cigarettes are without tax stamps while remaining 28% are with fake tax stamps

Incidence (%)

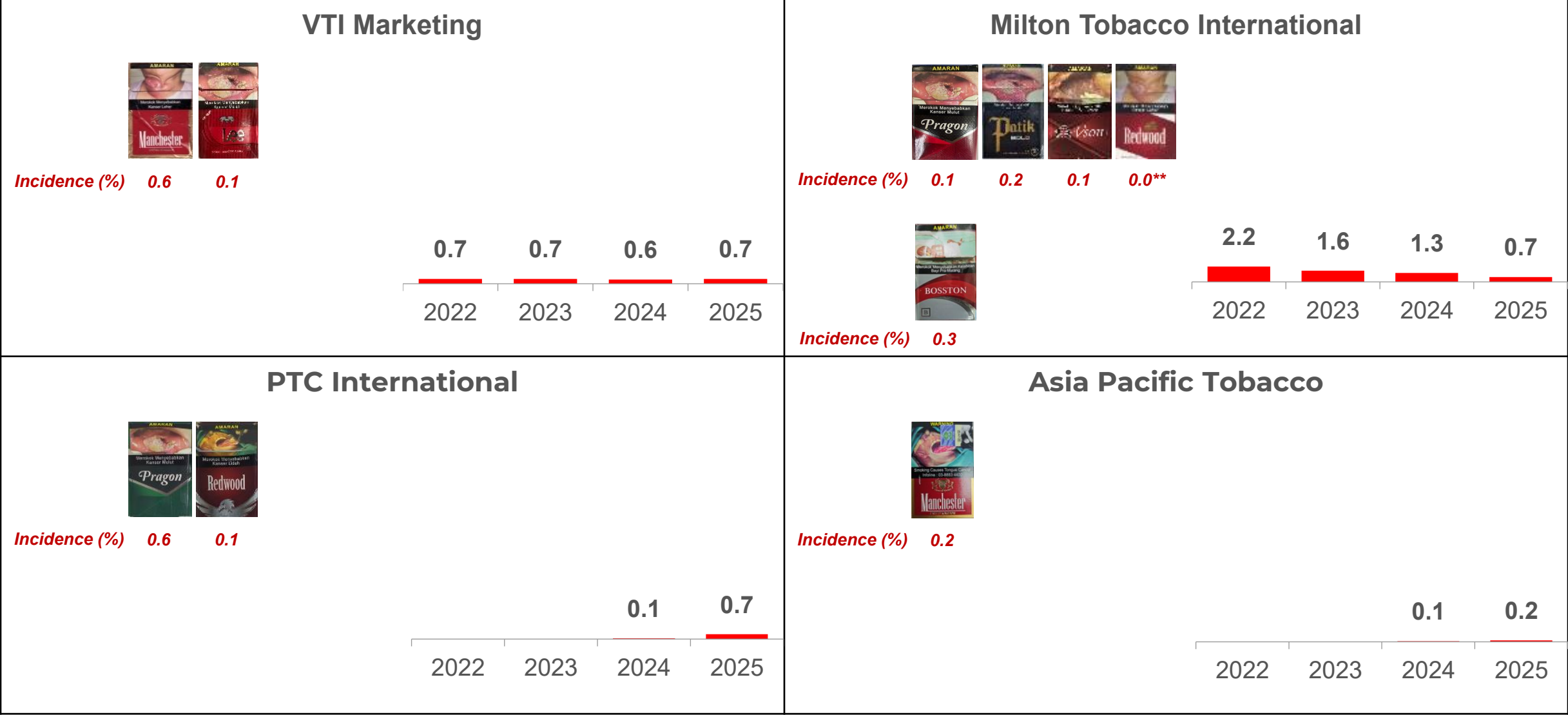


# Fake Tax Stamp Breakdown By Importers :



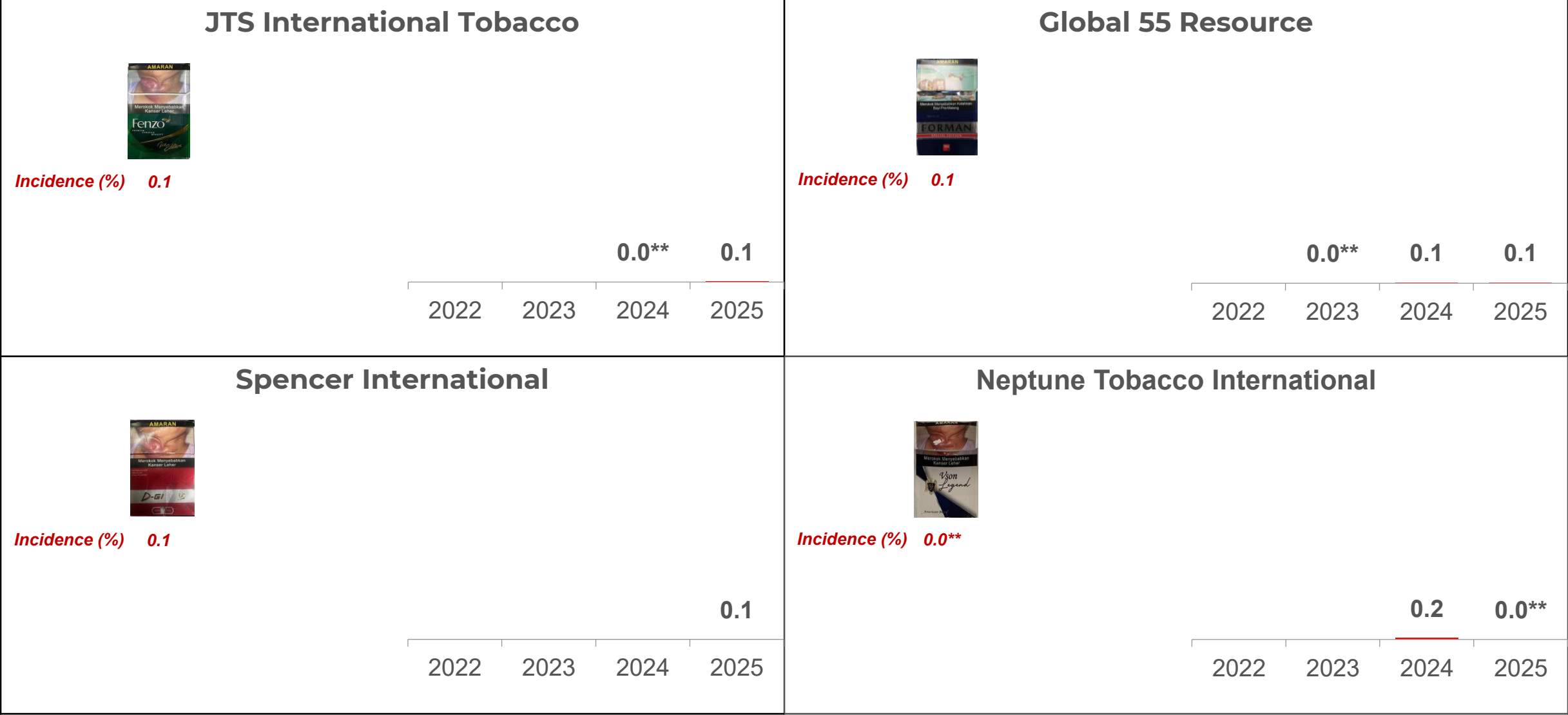
0.0%\*\* Incidence is less than 0.1%; figure is too small to feature.

# Fake Tax Stamp Breakdown By Importers :



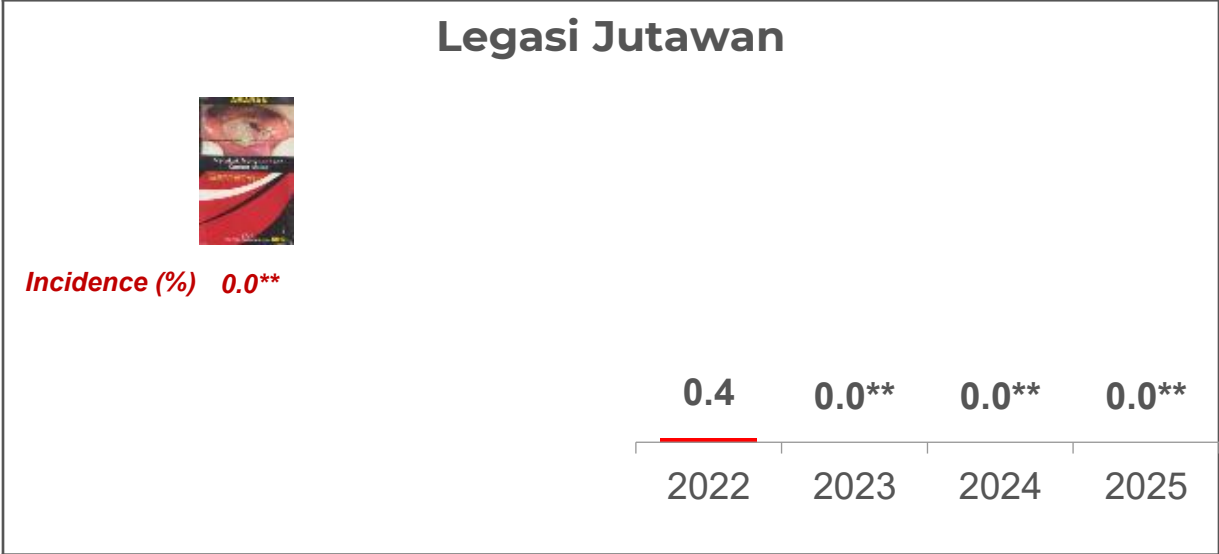
0.0%\*\* Incidence is less than 0.1%; figure is too small to feature.

# Fake Tax Stamp Breakdown By Importers :



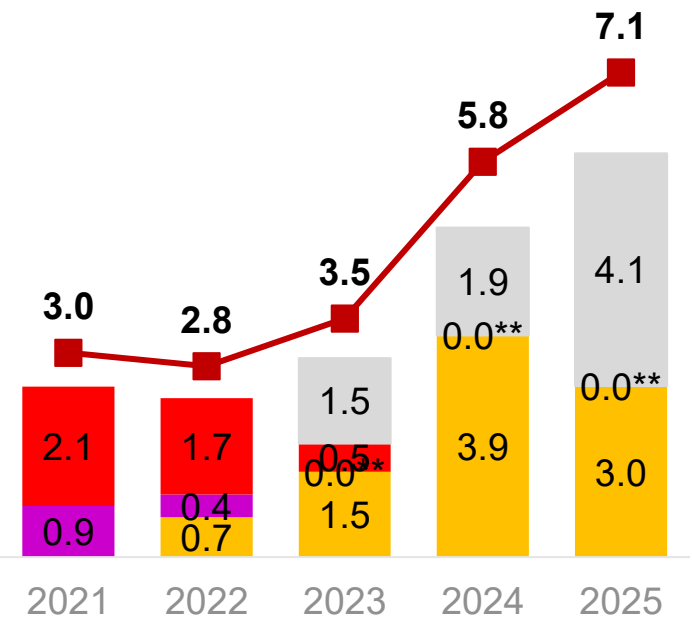
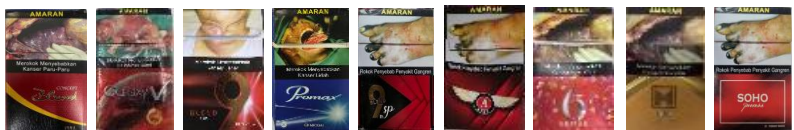
0.0%\*\* Incidence is less than 0.1%; figure is too small to feature.

# Fake Tax Stamp Breakdown By Importers :

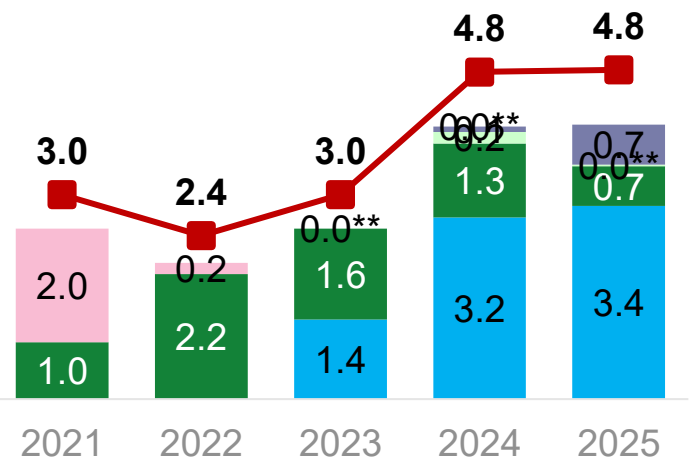


# Fake Tax Stamp Breakdown By Importers :

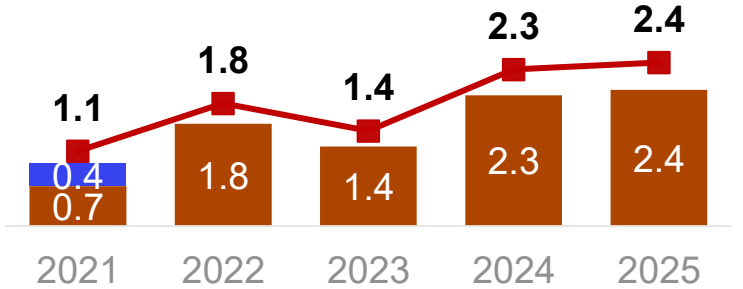
Incidence for packs imported by Gillion Tobacco, PTC International, Mahata Tobacco Marketing and JTM Tobacco Marketing have increased in 2025.



- Gillion Tobacco
- Global Tobacco Manufacturer
- Legasi Jutawan
- Long One Trading
- Total Incidence



- Zeno DFSC
- PTC International
- Neptune Tobacco International
- Milton Tobacco International
- Mahata Tobacco Marketing
- Total Incidence



- Azion Trade
- JTM Tobacco Marketing
- Total Incidence

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

# Illegal Cigarettes Incidence By State :

5 States recording an increase vs. 2024

	A 2025				B 2024				A minus B Variance (2025 vs. 2024)				Volume Contribution
	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretex	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretex	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Kretex	%
Johor	51.9	32.8	16.5	2.6	52.5	29.7	19.9	2.9	-0.6	+3.1	-3.4	-0.3	19%
Selangor	43.7	6.3	25.0	12.4	43.4	5.7	24.2	13.5	+0.3	+0.6	+0.8	-1.1	15%
Pahang	77.7	23.2	45.3	9.2	78.4	23.6	43.9	10.9	-0.7	-0.4	+1.4	-1.7	12%
Sabah	77.3	0.0	73.9	3.4	78.5	0.0	75.8	2.7	-1.2	0.0	-1.9	+0.7	11%
Sarawak	78.8	0.0	70.5	8.3	79.4	0.0	70.0	9.4	-0.6	0.0	+0.5	-1.1	10%
WP KL	39.7	2.9	25.7	11.1	41.6	1.8	25.9	13.9	-1.9	+1.1	-0.2	-2.8	7%
Melaka	63.5	40.7	20.7	2.1	62.9	35.8	24.5	2.6	+0.6	+4.9	-3.8	-0.5	5%
Penang	44.0	13.4	27.9	2.7	45.7	7.6	35.0	3.1	-1.7	+5.8	-7.1	-0.4	5%
Terengganu	69.4	22.0	43.4	4.0	70.5	17.4	48.3	4.8	-1.1	+4.6	-4.9	-0.8	4%
Kedah	53.1	15.8	33.9	3.4	43.1	16.0	25.9	1.2	+10.0	-0.2	+8.0	+2.2	4%
N.Sembilan	41.0	20.9	16.4	3.7	40.2	23.1	14.6	2.5	+0.8	-2.2	+1.8	+1.2	3%
Kelantan	53.1	6.0	45.3	1.8	55.5	1.2	53.5	0.8	-2.4	+4.8	-8.2	+1.0	3%
Perak	29.8	13.0	16.0	0.8	32.2	13.3	17.8	1.1	-2.4	-0.3	-1.8	-0.3	3%
Perlis	53.2	8.6	40.0	4.6	52.6	7.8	42.4	2.4	+0.6	+0.8	-2.4	+2.2	1%
WP Labuan	75.8	0.0	73.2	2.6	80.6	0.0	79.6	1.0	-4.8	0.0	-6.4	+1.6	0%**
WP Putrajaya	34.9	0.8	21.5	12.6	39.6	0.5	16.6	22.5	-4.7	+0.3	+4.9	-9.9	0%**
<b>National Incidence</b>	<b>54.4</b>	<b>15.5</b>	<b>32.7</b>	<b>6.2</b>	<b>55.0</b>	<b>13.8</b>	<b>34.3</b>	<b>6.9</b>	<b>-0.6</b>	<b>+1.7</b>	<b>-1.6</b>	<b>-0.7</b>	<b>100%</b>

# Top 10 Illegal Cigarettes Brands For Perlis

- Volume contribution to National = 1%

		2025	2024	2023
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	34.1	37.7	33.2
2.	Vess	4.6	3.9	5.9
3.	Gudang Garam	4.6	2.3	7.0
4.	A380*	3.1	0.9	0.1
5.	Concept*	2.8	0.5	0.0**
6.	Manchester*	1.2	1.3	0.0**
7.	9th Century*	0.7	0.0**	-
8.	Tiara	0.5	0.5	1.7
9.	Luffman	0.4	0.1	0.1
10.	6th Sense	0.3	-	-
<b>Top 10 Total</b>		<b>52.3</b>	<b>47.2</b>	<b>48.0</b>
<b>Other Illegal</b>		<b>1.0</b>	<b>5.4</b>	<b>2.6</b>
<b>Total Illegal %</b>		<b>53.3</b>	<b>52.6</b>	<b>50.6</b>



# Top 10 Illegal Cigarettes Brands\* For Kedah

- Volume contribution to National = 4%

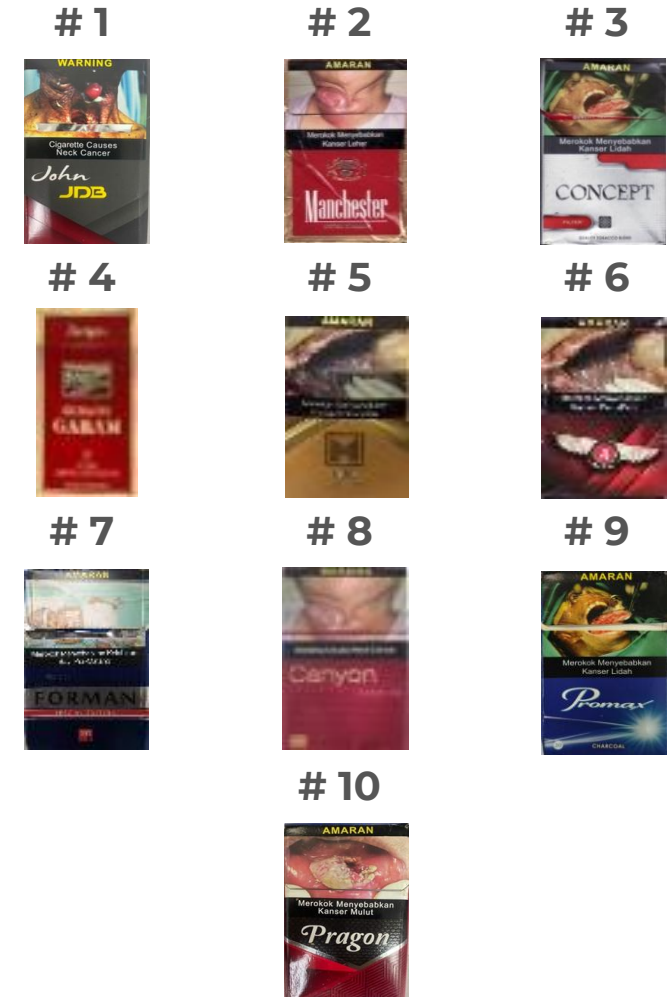
		2025	2024	2023
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	22.0	15.3	24.6
2.	A380*	5.0	4.2	1.9
3.	Vess	5.0	4.8	3.9
4.	Concept*	4.5	1.1	0.8
5.	Gudang Garam	3.8	1.2	3.6
6.	Tiara	2.7	4.6	3.7
7.	Fenzo*	1.7	0.5	-
8.	Luffman	2.0	0.1	1.0
9.	6 <sup>th</sup> Sense	1.3	-	-
10.	9 <sup>th</sup> Century	1.0	0.2	0.0**
<b>Top 10 Total</b>		<b>49.0</b>	<b>32.0</b>	<b>39.5</b>
<b>Other Illegal</b>		<b>4.1</b>	<b>11.1</b>	<b>6.9</b>
<b>Total Illegal %</b>		<b>53.1</b>	<b>43.1</b>	<b>46.4</b>



# Top 10 Illegal Cigarettes Brands For Penang

- Volume contribution to National = 5%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	25.0	32.1	31.4
2.	Manchester*	3.2	2.2	2.5
3.	Concept*	2.5	0.9	0.9
4.	Gudang Garam	2.4	2.9	2.8
5.	M*	1.9	0.9	0.6
6.	A380*	1.8	0.4	0.7
7.	Forman*	1.1	1.1	0.3
8.	Canyon	1.1	0.3	0.2
9.	Promax*	1.0	0.4	1.0
10.	Pragon*	0.7	0.9	1.0
<b>Top 10 Total</b>		<b>40.7</b>	<b>42.1</b>	<b>41.4</b>
<i>Other Illegal</i>		3.3	3.6	5.4
<b>Total Illegal %</b>		<b>44.0</b>	<b>45.7</b>	<b>46.8</b>



# Top 10 Illegal Cigarettes Brands For Perak

- Volume contribution to National = 3%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	10.1	11.1	12.3
2.	Concept*	3.3	2.0	2.2
3.	Misto*	2.9	2.9	1.7
4.	D&J	2.5	3.1	3.7
5.	9 <sup>th</sup> Century*	2.4	2.9	1.7
6.	Canyon	2.3	1.8	1.8
7.	Manchester*	1.5	1.3	1.8
8.	Gudang Garam	0.5	0.9	0.7
9.	Pragon*	0.5	0.8	1.4
10.	Bosston*	0.5	0.3	1.4
<b>Top 10 Total</b>		<b>26.5</b>	<b>27.1</b>	<b>28.7</b>
<i>Other Illegal</i>		3.3	5.1	5.7
<b>Total Illegal %</b>		<b>29.8</b>	<b>32.2</b>	<b>34.4</b>



# Top 10 Illegal Cigarettes Brands For Selangor

- Volume contribution to National = 15%

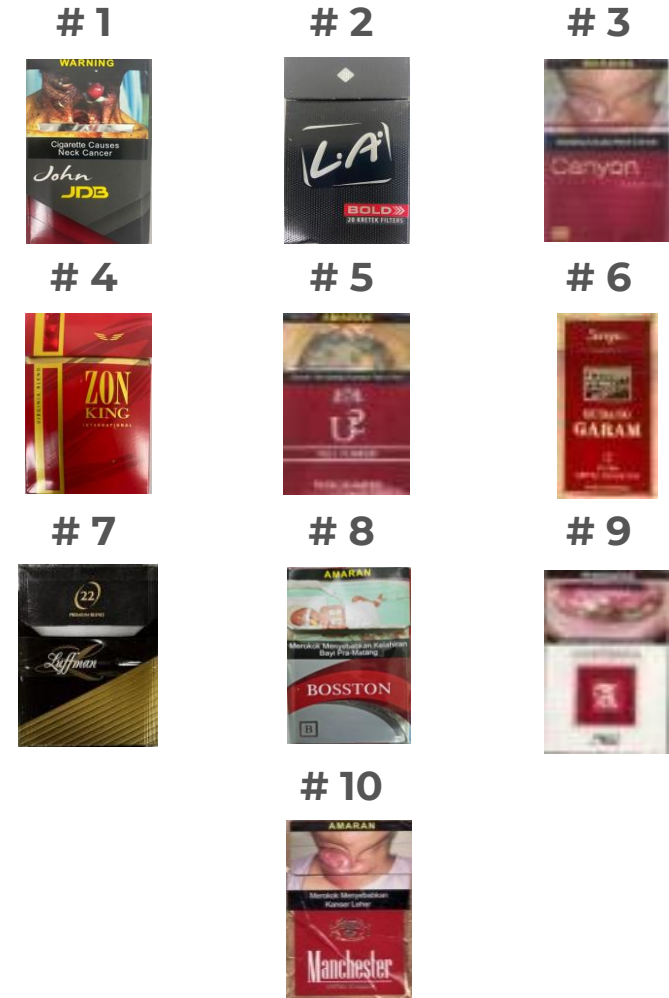
		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	9.2	8.7	10.9
2.	L.A.	6.7	7.1	4.8
3.	Canyon	5.2	5.2	4.9
4.	U2	4.7	4.3	7.0
5.	Zon King	4.1	3.0	2.0
6.	Gudang Garam	4.1	5.0	6.3
7.	Luffman	1.6	2.6	3.1
8.	Misto*	1.4	1.2	0.9
9.	Bosston*	1.0	0.8	0.5
10.	6 <sup>th</sup> Sense	0.7	0.6	0.5
<b>Top 10 Total</b>		<b>38.7</b>	<b>38.5</b>	<b>40.9</b>
<i>Other Illegal</i>		<i>5.0</i>	<i>4.9</i>	<i>4.4</i>
<b>Total Illegal %</b>		<b>43.7</b>	<b>43.4</b>	<b>45.3</b>



# Top 10 Illegal Cigarettes Brands For WP KL

- Volume contribution to National = 7%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	9.4	8.6	11.0
2.	L.A.	6.9	8.2	5.0
3.	Canyon	5.9	5.7	3.9
4.	Zon King	4.3	2.8	3.2
5.	U2	4.2	5.6	7.3
6.	Gudang Garam	3.4	4.6	4.4
7.	Luffman	1.7	2.9	4.4
8.	Bosston*	0.7	0.4	0.2
9.	Sampoerna	0.5	0.8	0.6
10.	Manchester*	0.5	0.1	0.1
<b>Top 10 Total</b>		<b>37.5</b>	<b>39.7</b>	<b>40.1</b>
<i>Other Illegal</i>		2.2	1.9	1.3
<b>Total Illegal %</b>		<b>39.7</b>	<b>41.6</b>	<b>41.4</b>



# Top 10 Illegal Cigarettes Brands For WP Putrajaya

- Volume contribution to National = 0%\*\*

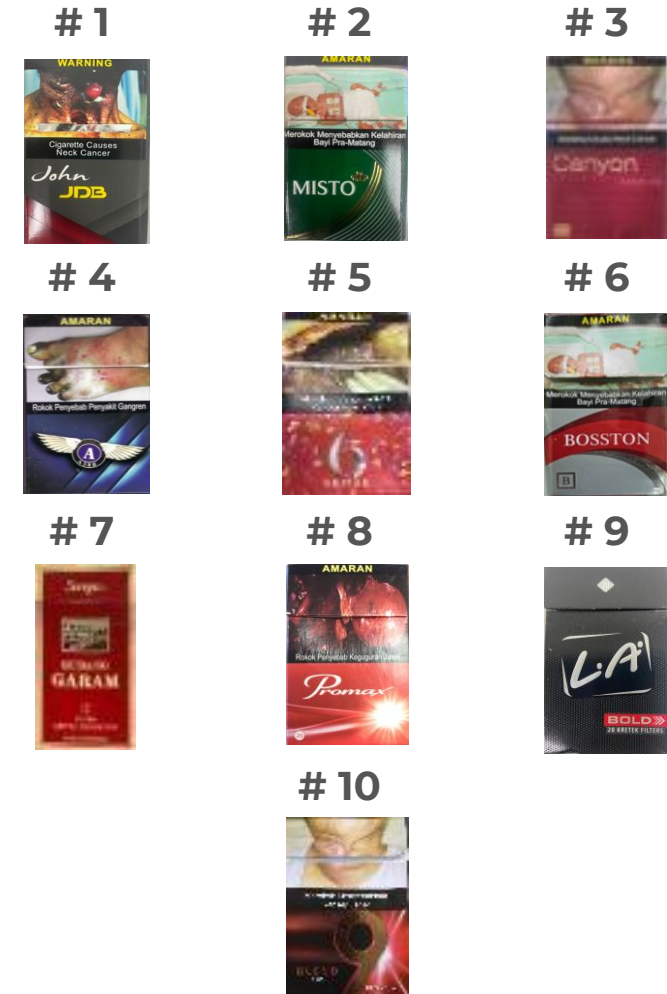
		2024	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Canyon	8.6	6.2	
2.	John	8.1	5.6	
3.	L.A.	7.1	13.6	
4.	Gudang Garam	5.4	8.6	
5.	Zon King	2.9	1.0	
6.	U2	1.5	2.7	
7.	Luffman	0.3	0.9	
8.	Bosston*	0.3	0.2	
9.	Manchester*	0.2	-	
10.	Vson*	0.1	0.1	
<b>Top 10 Total</b>		<b>34.5</b>	<b>38.9</b>	
<i>Other Illegal</i>		<i>0.4</i>	<i>0.7</i>	
<b>Total Illegal %</b>		<b>34.9</b>	<b>39.6</b>	



# Top 10 Illegal Cigarettes Brands For Negeri Sembilan

- Volume contribution to National = 3%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	8.9	6.6	5.0
2.	Misto*	6.9	7.4	6.8
3.	Canyon	5.9	5.9	7.9
4.	A380*	3.7	6.6	6.9
5.	6 <sup>th</sup> Sense*	3.3	2.9	2.8
6.	Bosston*	2.5	1.3	1.0
7.	Gudang Garam	1.8	1.8	3.0
8.	Promax*	1.6	1.7	0.5
9.	L.A.	1.4	0.3	0.2
10.	9 <sup>th</sup> Century*	1.1	1.1	0.5
<b>Top 10 Total</b>		<b>37.1</b>	<b>35.6</b>	<b>34.6</b>
<i>Other Illegal</i>		3.9	4.6	6.7
<b>Total Illegal %</b>		<b>41.0</b>	<b>40.2</b>	<b>41.3</b>



# Top 10 Illegal Cigarettes Brands\* For Melaka

- Volume contribution to National = 5%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	14.3	14.8	10.7
2.	Bosston*	14.1	13.7	4.9
3.	Misto*	10.7	9.1	4.1
4.	Canyon	5.6	8.8	7.7
5.	Concept*	4.2	1.0	0.7
6.	Manchester*	3.9	2.6	2.9
7.	Promax*	2.9	0.5	3.1
8.	Galaxy*	1.7	2.9	0.8
9.	Gudang Garam	1.7	1.8	2.2
10.	Pragon*	1.5	3.5	1.3
<b>Top 10 Total</b>		<b>60.6</b>	<b>58.7</b>	<b>38.4</b>
<i>Other Illegal</i>		2.9	4.2	10.8
<b>Total Illegal %</b>		<b>63.5</b>	<b>62.9</b>	<b>49.2</b>



# Top 10 Illegal Cigarettes Brands For Johor

- Volume contribution to National = 19%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Bosston*	7.5	7.1	3.3
2.	Concept*	7.0	4.2	1.3
3.	John	5.7	4.7	8.9
4.	Canyon	5.1	6.2	13.2
5.	Promax*	4.9	3.1	1.4
6.	Misto*	4.6	5.1	2.9
7.	Galaxy*	3.4	3.1	0.9
8.	U2	2.5	3.1	5.8
9.	9th Century*	2.0	0.4	0.4
10.	Gudang Garam	1.5	1.8	4.7
<b>Top 10 Total</b>		<b>44.2</b>	<b>38.8</b>	<b>42.8</b>
<i>Other Illegal</i>		<i>7.7</i>	<i>13.7</i>	<i>13.2</i>
<b>Total Illegal %</b>		<b>51.9</b>	<b>52.5</b>	<b>56.0</b>



# Top 10 Illegal Cigarettes Brands For Pahang

- Volume contribution to National = 12%

		2025	2024	2023
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	John	31.2	29.4	29.4
2.	Bosston*	13.9	11.4	7.3
3.	Canyon	8.6	7.1	11.7
4.	Gudang Garam	6.3	8.8	9.4
5.	Concept*	5.5	9.7	2.3
6.	U2	2.7	6.4	11.7
7.	Gajah Baru	1.3	0.5	0.7
8.	Taipan	1.3	-	-
9.	Patik*	1.2	0.1	0.3
10.	Pragon*	1.0	0.8	1.0
<b>Top 10 Total</b>		<b>73.0</b>	<b>74.2</b>	<b>73.8</b>
<i>Other Illegal</i>		<i>4.7</i>	<i>4.2</i>	<i>3.9</i>
<b>Total Illegal %</b>		<b>77.7</b>	<b>78.4</b>	<b>77.7</b>



# Top 10 Illegal Cigarettes Brands For Terengganu

- Volume contribution to National = 4%

		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	34.7	36.8	39.2
2.	Misto*	8.6	6.4	1.7
3.	Pragon*	5.0	3.1	4.3
4.	Concept*	4.4	2.9	1.1
5.	Saat	3.2	4.4	4.5
6.	U2	2.2	3.2	4.2
7.	Gudang Garam	2.2	2.7	4.3
8.	Bosston*	1.7	2.6	1.7
9.	Premium	1.4	1.3	1.5
10.	Gajah Baru	1.4	1.9	0.6
<b>Top 10 Total</b>		<b>64.8</b>	<b>65.3</b>	<b>63.1</b>
<i>Other Illegal</i>		4.6	5.2	5.3
<b>Total Illegal %</b>		<b>69.4</b>	<b>70.5</b>	<b>68.4</b>



# Top 10 Illegal Cigarettes Brands For Kelantan

- Volume contribution to National = 3%

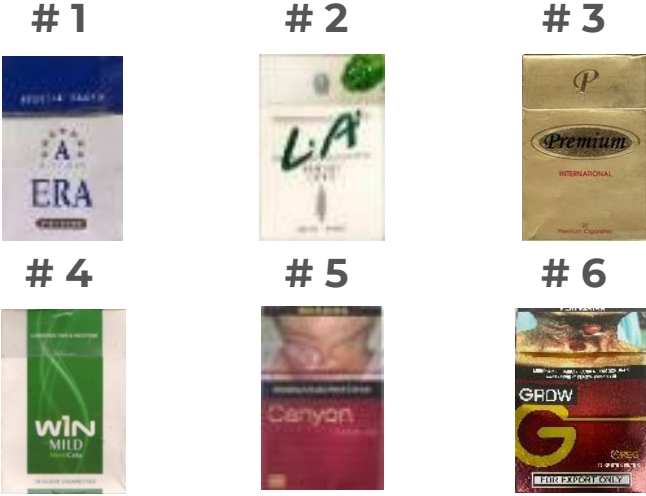
		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	30.7	35.4	32.2
2.	Saat	13.5	17.0	17.6
3.	Concept*	2.1	0.5	0.8
4.	Gudang Garam	1.8	0.8	2.4
5.	Lee*	1.4	0.5	0.9
6.	Pragon*	1.4	0.6	0.1
7.	Bosston*	1.2	-	0.0**
8.	Premium	0.6	0.1	1.5
9.	Galaxy*	0.1	0.2	0.0**
10.	Patik*	0.1	-	-
<b>Top 10 Total</b>		<b>52.9</b>	<b>55.1</b>	<b>55.5</b>
<b>Other Illegal</b>		<b>0.2</b>	<b>0.4</b>	<b>1.4</b>
<b>Total Illegal %</b>		<b>53.1</b>	<b>55.5</b>	<b>56.9</b>



# Top 6 Illegal Cigarettes Brands For WP Labuan

- Volume contribution to National = 0%\*\*

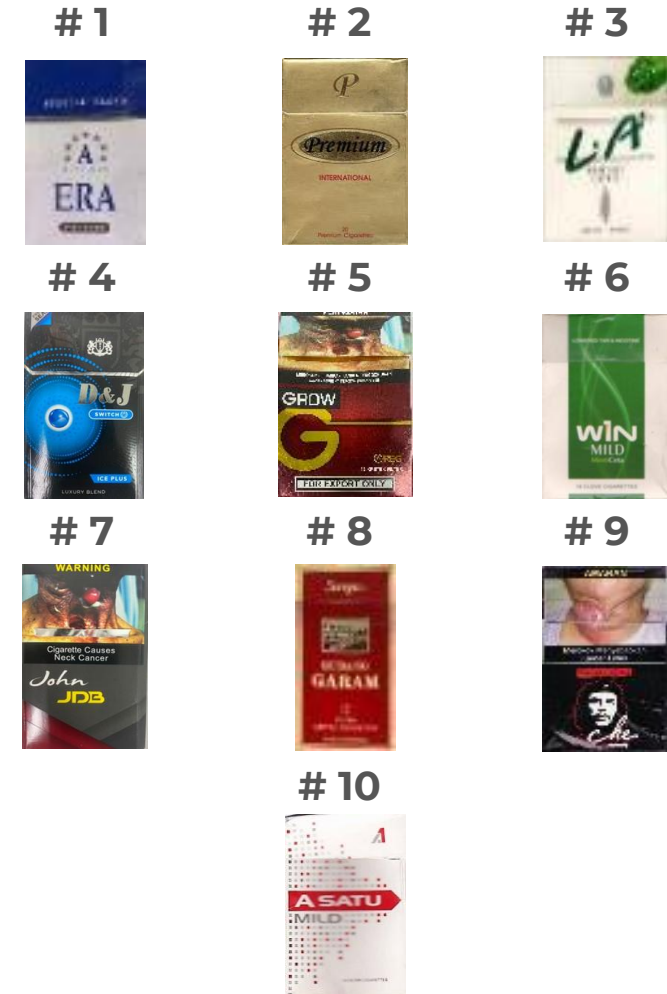
		2025	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	71.4	75.1	
2.	L.A.	2.2	0.3	
3.	Premium	1.7	3.7	
4.	Win Mild	0.4	-	
5.	Canyon	0.1	-	
6.	Grow	0.0**	0.7	
<b>Top 6 Total</b>		<b>75.8</b>	<b>79.8</b>	
<i>Other Illegal</i>		-	0.8	
<b>Total Illegal %</b>		<b>75.8</b>	<b>80.6</b>	



# Top 10 Illegal Cigarettes Brands For Sabah

- Volume contribution to National = 11%

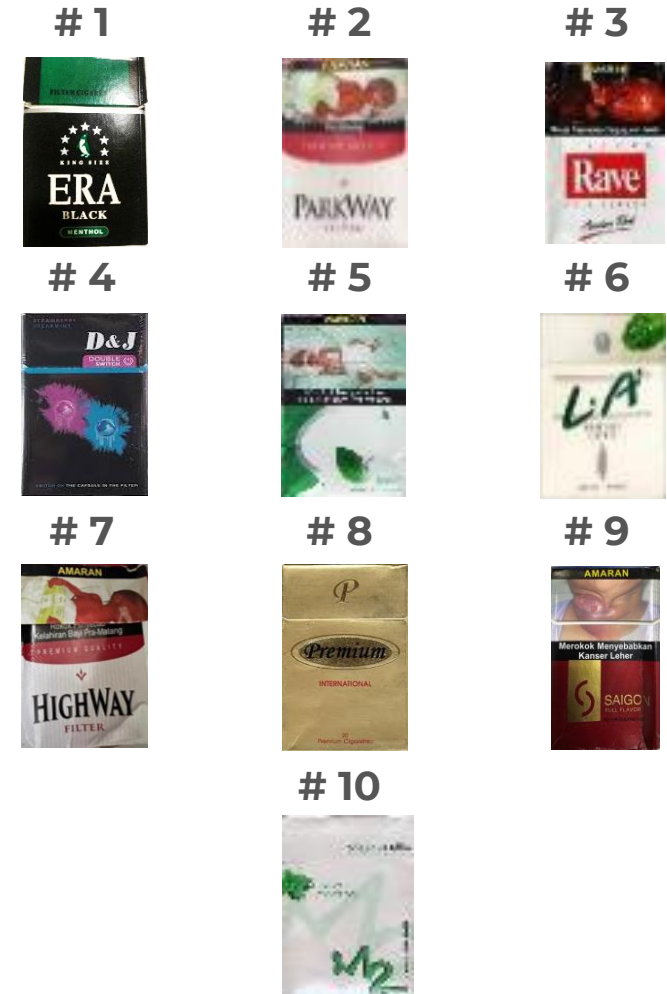
		2024	2024	2023
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	67.9	70.8	73.1
2.	Premium	3.8	3.3	2.2
3.	L.A.	2.1	0.9	1.8
4.	D&J	2.0	1.4	0.7
5.	Grow	0.9	1.0	-
6.	Win Mild	0.2	0.1	0.3
7.	John	0.1	0.0**	0.0**
8.	Gudang Garam	0.1	0.6	0.1
9.	Che	0.1	0.0**	0.0**
10.	A Satu Mild	0.1	-	0.0**
<b>Top 10 Total</b>		<b>77.3</b>	<b>78.1</b>	<b>78.2</b>
<b>Other Illegal</b>		<b>-</b>	<b>0.4</b>	<b>0.2</b>
<b>Total Illegal %</b>		<b>77.3</b>	<b>78.5</b>	<b>78.4</b>



# Top 10 Illegal Cigarettes Brands For Sarawak

- Volume contribution to National = 10%

		2025	2024	2023
		SOM	SOM	SOM
	Illegal Brand	(%)	(%)	(%)
1.	Era	33.5	31.5	27.3
2.	Parkway	19.3	19.6	19.1
3.	Rave	9.9	11.9	13.9
4.	D&J	4.2	5.2	3.5
5.	S Super	4.1	4.1	1.8
6.	L.A.	2.9	3.4	7.5
7.	Highway	1.1	-	-
8.	Premium	1.0	0.6	0.7
9.	Saigon	0.9	0.3	0.4
10.	Master Mild M2	0.5	0.4	0.6
<b>Top 10 Total</b>		<b>77.4</b>	<b>77.0</b>	<b>74.8</b>
<i>Other Illegal</i>		<i>1.4</i>	<i>2.4</i>	<i>5.4</i>
<b>Total Illegal %</b>		<b>78.8</b>	<b>79.4</b>	<b>80.2</b>



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