

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

Report Commissioned by CMTM member companies



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# Illegal Cigarettes Criteria For Verification

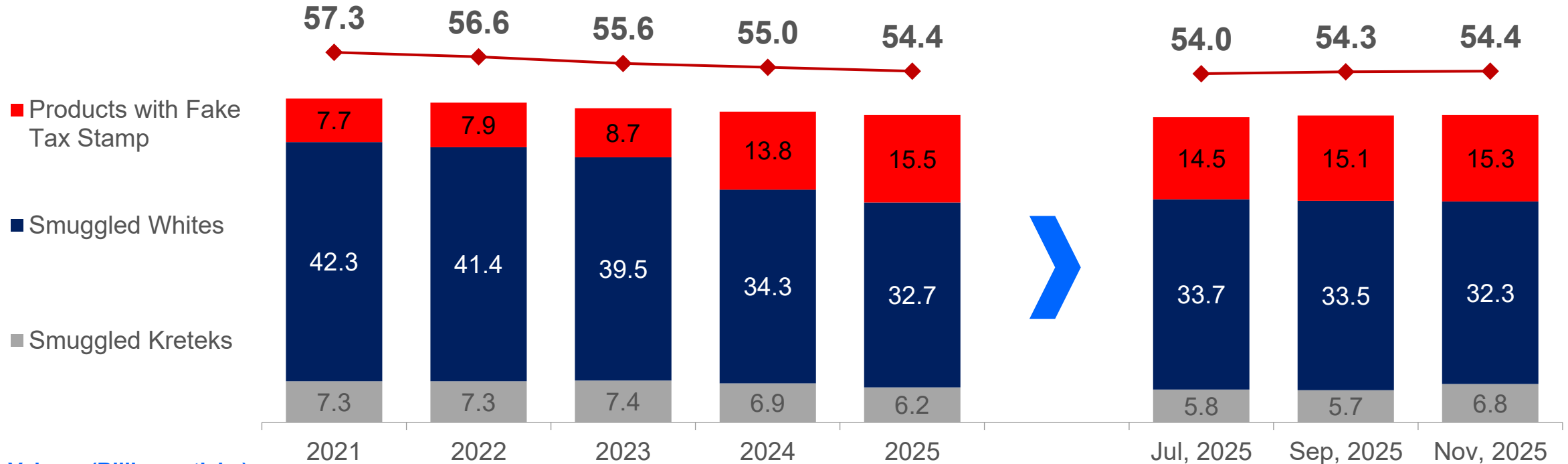
Packs with at least one (1) of the following features:

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 increase by 0.1 ppt. vs. Sep, 2025

Incidence (%)



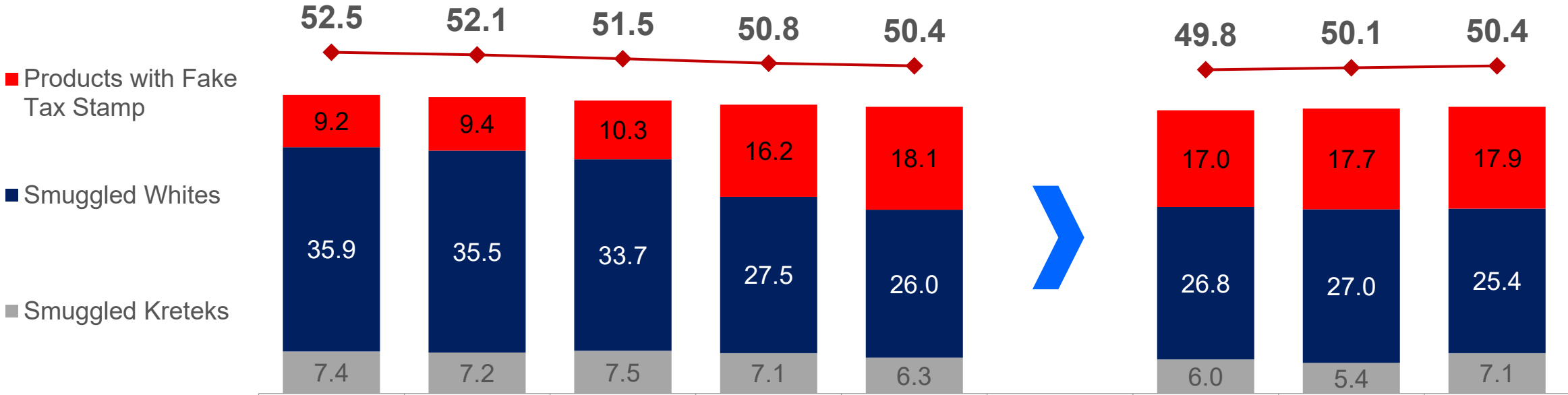
Volume (Billions sticks)

	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 increase by 0.3 ppt. vs. Sep, 2025

**Incidence (%)**

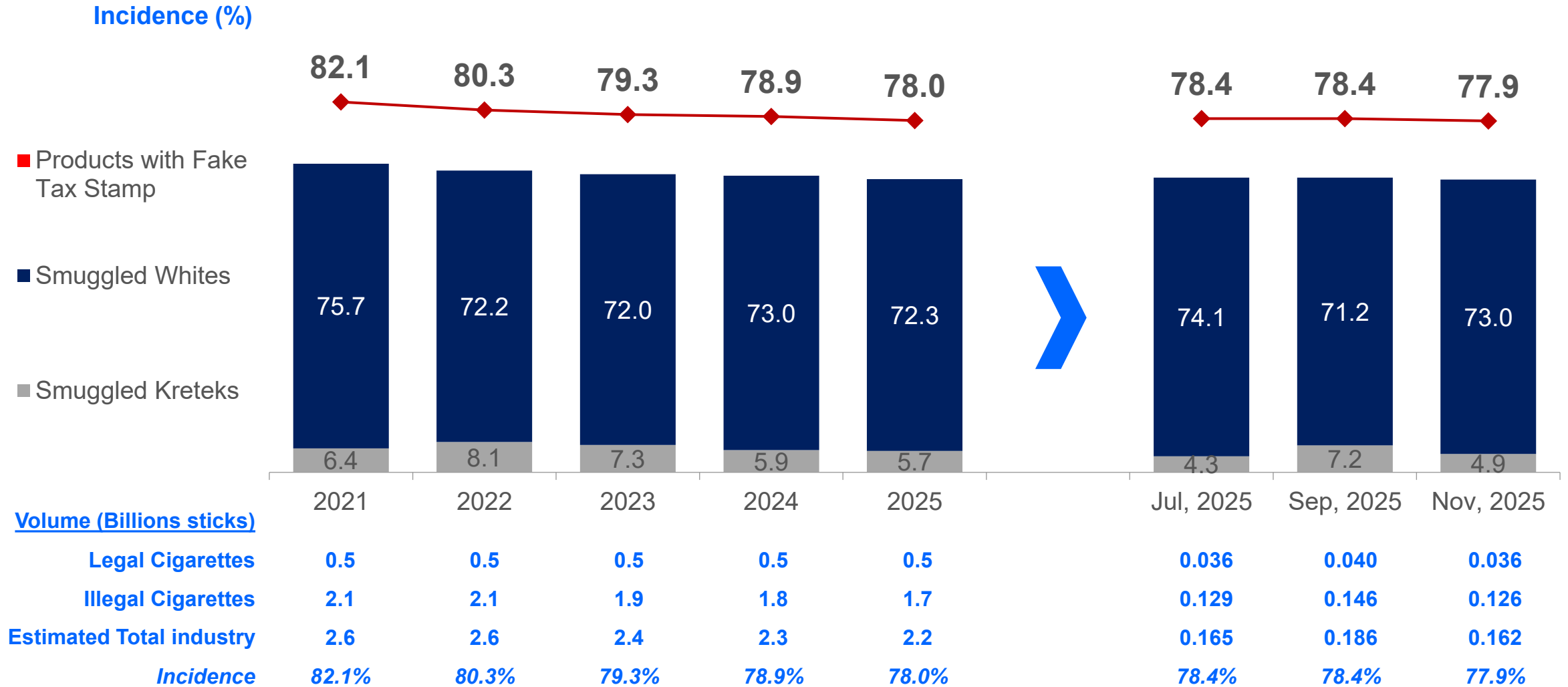


**Volume (Billions sticks)**

	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
<b>Incidence</b>	<b>52.5%</b>	<b>52.1%</b>	<b>51.5%</b>	<b>50.8%</b>	<b>50.4%</b>	<b>49.8%</b>	<b>50.1%</b>	<b>50.4%</b>

# Illegal Cigarettes Incidence In East Malaysia :

Overall decrease by 0.5 ppt. vs. Sep, 2025



# Top 10 Illegal Cigarettes Brands

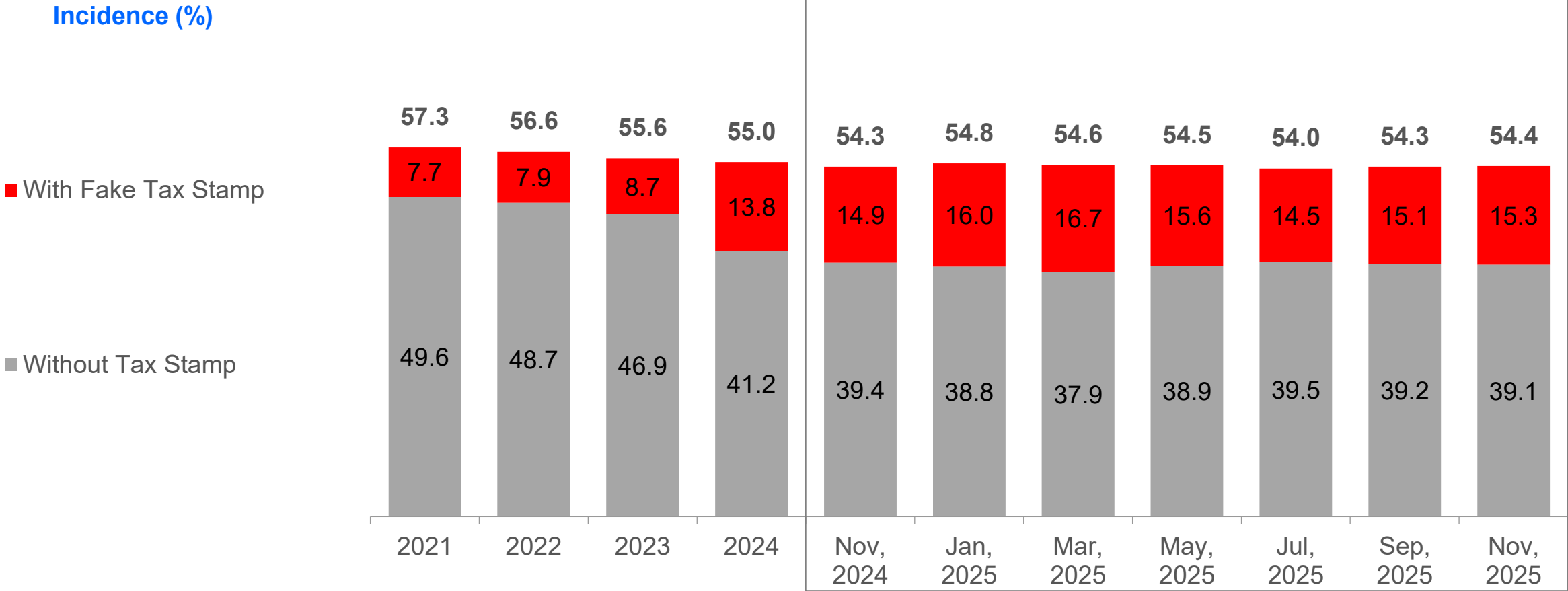
They account for approximately 77% of illegal cigarettes volume

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.0	12.4	12.2
2.	Era	7.6	7.0	7.7
3.	Canyon	5.0	4.4	4.1
4.	Bosston*	3.4	3.3	3.3
5.	L.A.	2.8	2.4	2.6
6.	Misto*	2.6	2.6	2.4
7.	Gudang Garam	2.5	2.2	3.1
8.	Concept*	2.4	2.2	2.2
9.	Promax*	1.8	1.9	0.8
10.	U2	1.6	2.2	2.6
<b>Top 10 Total</b>		<b>41.7</b>	<b>40.6</b>	<b>41.0</b>
<i>Other Illegal</i>		12.7	13.7	14.0
<b>Total Illegal %</b>		<b>54.4</b>	<b>54.3</b>	<b>55.0</b>



# Tax Stamp Breakdown Of Illegal Cigarettes :

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



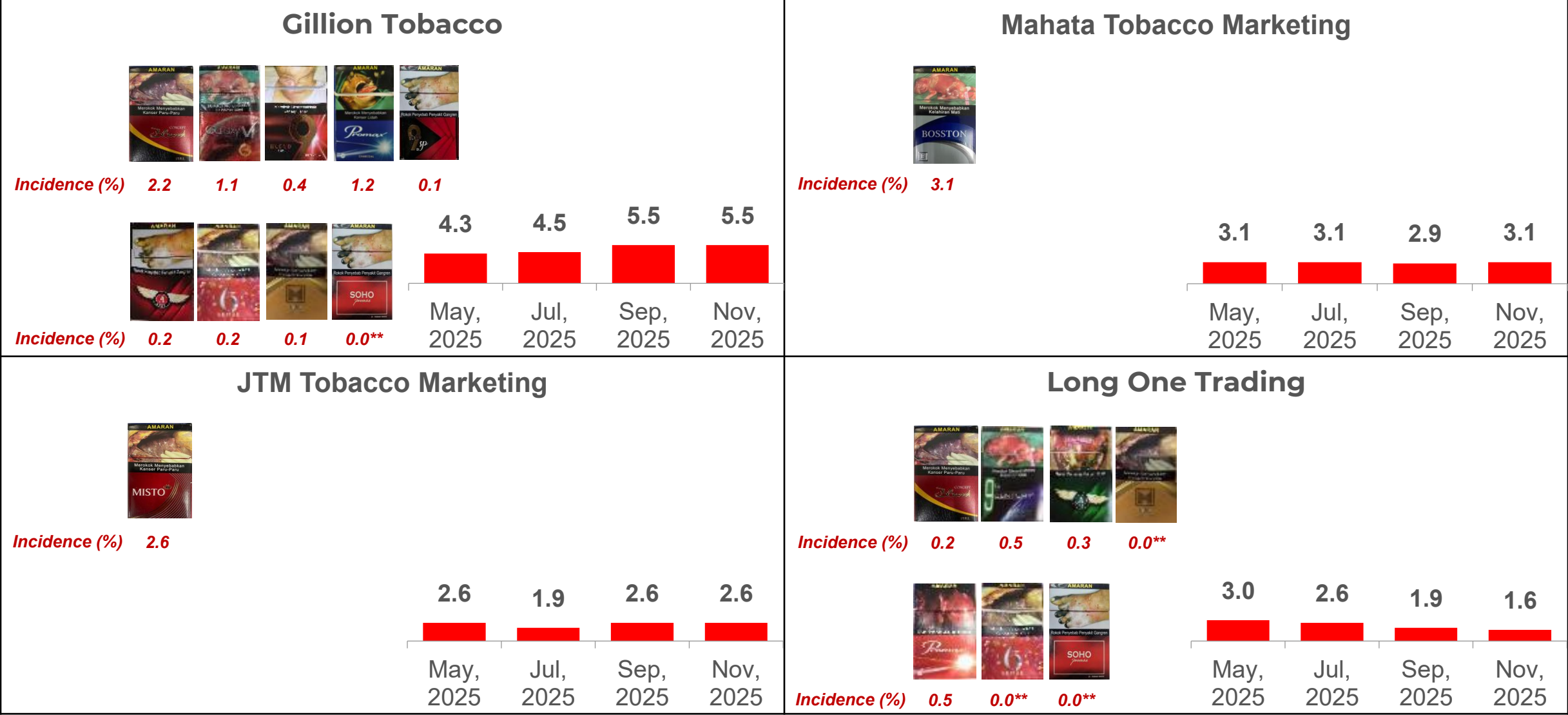
# Top 10 Products With Fake Tax Stamp Cigarettes Brands

They account for approximately 92% of products with fake tax stamp cigarettes volume

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Bosston*	3.4	3.3	3.3
2.	Misto*	2.6	2.6	2.4
3.	Concept*	2.4	2.2	2.2
4.	Promax*	1.8	1.9	0.8
5.	Galaxy*	1.1	1.0	0.8
6.	9 <sup>th</sup> Century*	0.9	0.9	0.4
7.	A380*	0.5	0.7	1.0
8.	Manchester*	0.5	0.7	0.6
9.	Pragon*	0.4	0.4	0.9
10.	Redwood*	0.4	0.1	0.1
<b>Top 10 Total</b>		<b>14.0</b>	<b>13.8</b>	<b>12.5</b>
Other Products With Fake Tax Stamp		1.3	1.3	1.3
<b>Total Products With Fake Tax Stamp %</b>		<b>15.3</b>	<b>15.1</b>	<b>13.8</b>

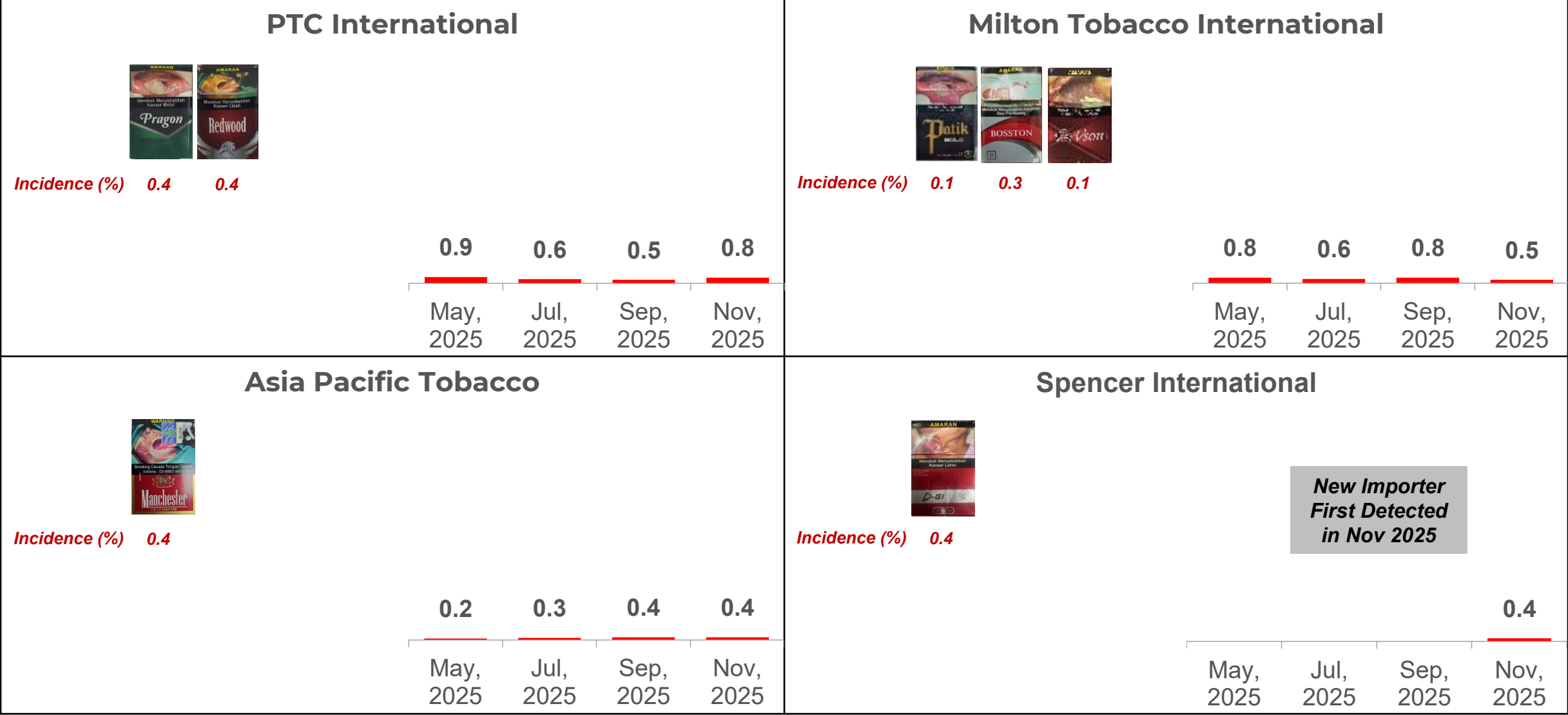


# Fake Tax Stamp Breakdown By Importers :






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

# Fake Tax Stamp Breakdown By Importers :



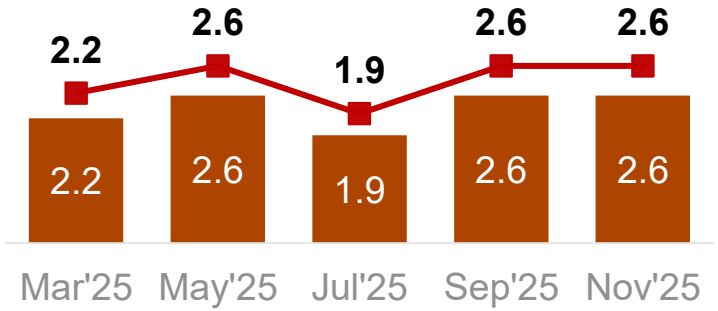
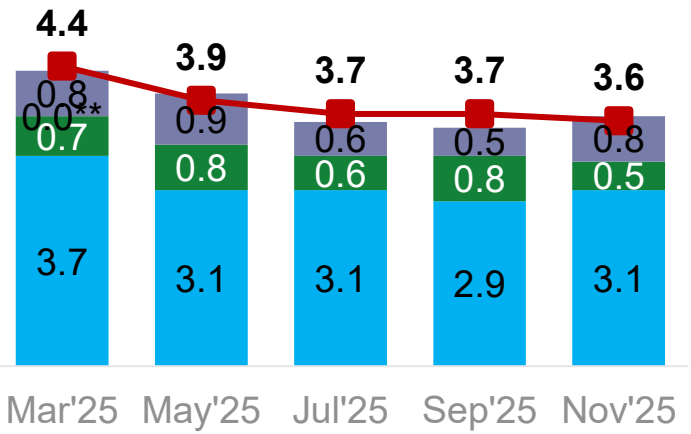
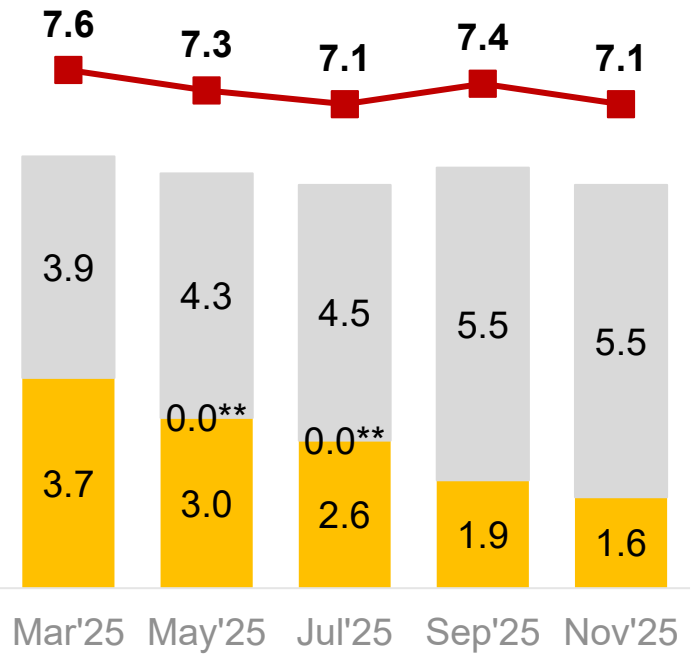
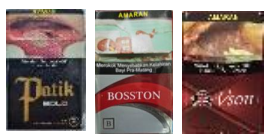
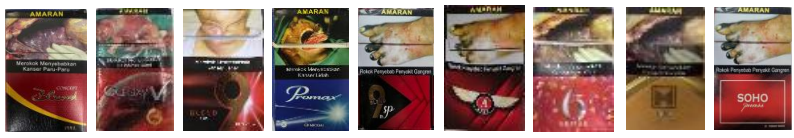
**New Importer  
First Detected  
in Nov 2025**

# Fake Tax Stamp Breakdown By Importers :

Global 55 Resource	JTS International Tobacco
 <p><b>Incidence (%) 0.2</b></p>	 <p><b>Incidence (%) 0.1</b></p>
<p style="text-align: center;"><b>0.1    0.0**    0.1    0.2</b></p> <hr/> <p style="text-align: center;">May, 2025    Jul, 2025    Sep, 2025    Nov, 2025</p>	<p style="text-align: center;"><b>0.1    0.1    0.2    0.1</b></p> <hr/> <p style="text-align: center;">May, 2025    Jul, 2025    Sep, 2025    Nov, 2025</p>
VTI Marketing	
 <p><b>Incidence (%) 0.1    0.0**</b></p>	
<p style="text-align: center;"><b>0.5    0.7    0.3    0.1</b></p> <hr/> <p style="text-align: center;">May, 2025    Jul, 2025    Sep, 2025    Nov, 2025</p>	

# Fake Tax Stamp Breakdown By Importers :

Incidence increased for packs imported by Mahata Tobacco Marketing (+0.2 ppt.) and PTC International (+0.3 ppt.) in Nov'25



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

- 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 :

7 States recording an increase vs. Sep 2025

	A Nov, 2025				B Sep, 2025				A minus B Variance (Nov'2025 vs. Sep'2025)				Volume Contribution
	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	%
Johor	54.0	33.1	17.7	3.2	51.9	30.2	19.0	2.7	+2.1	+2.9	-1.3	+0.5	21%
Selangor	43.3	5.6	25.3	12.4	43.9	7.9	26.2	9.8	-0.6	-2.3	-0.9	+2.6	15%
Pahang	78.2	19.3	44.3	14.6	77.5	14.8	53.8	8.9	+0.7	+4.5	-9.5	+5.7	13%
Sarawak	79.7	0.0	72.1	7.6	80.0	0.0	73.8	6.2	-0.3	0.0	-1.7	+1.4	10%
Sabah	76.2	0.0	73.9	2.3	76.9	0.0	68.8	8.1	-0.7	0.0	+5.1	-5.8	10%
WP KL	39.7	2.2	26.4	11.1	40.1	4.0	27.5	8.6	-0.4	-1.8	-1.1	+2.5	7%
Melaka	65.7	45.6	18.7	1.4	63.4	44.4	17.1	1.9	+2.3	+1.2	+1.6	-0.5	6%
Penang	44.6	17.0	24.3	3.3	43.1	16.3	23.0	3.8	+1.5	+0.7	+1.3	-0.5	5%
Terengganu	64.7	17.7	42.8	4.2	68.5	15.4	48.9	4.2	-3.8	+2.3	-6.1	0.0	3%
Kedah	48.7	16.7	27.9	4.1	52.4	16.3	35.6	0.5	-3.7	+0.4	-7.7	+3.6	3%
N.Sembilan	42.5	15.5	22.6	4.4	43.5	25.5	13.9	4.1	-1.0	-10.0	+8.7	+0.3	3%
Perak	27.8	12.1	15.3	0.4	27.0	14.1	12.3	0.6	+0.8	-2.0	+3.0	-0.2	2%
Kelantan	38.0	3.2	33.5	1.3	43.4	6.4	36.2	0.8	-5.4	-3.2	-2.7	+0.5	1%
Perlis	48.7	1.6	42.1	5.0	45.1	4.7	40.2	0.2	+3.6	-3.1	+1.9	+4.8	0%**
WP Labuan	76.4	0.0	74.6	1.8	76.4	0.0	66.5	9.9	0.0	0.0	+8.1	-8.1	0%**
WP Putrajaya	37.2	0.5	26.8	9.9	35.0	0.0	23.5	11.5	+2.2	+0.5	+3.3	-1.6	0%**
<b>National Incidence</b>	<b>54.4</b>	<b>15.3</b>	<b>32.3</b>	<b>6.8</b>	<b>54.3</b>	<b>15.1</b>	<b>33.5</b>	<b>5.7</b>	<b>+0.1</b>	<b>+0.2</b>	<b>-1.2</b>	<b>+1.1</b>	<b>100%</b>

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 Nov, 2025				B 2024				A minus B Variance (Nov'2025 vs. 2024)				Volume Contribution
	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	Total Illegal	Fake Tax Stamp	Smuggled Whites	Smuggled Krettek	%
Johor	54.0	33.1	17.7	3.2	52.5	29.7	19.9	2.9	+1.5	+3.4	-2.2	+0.3	21%
Selangor	43.3	5.6	25.3	12.4	43.4	5.7	24.2	13.5	-0.1	-0.1	+1.1	-1.1	15%
Pahang	78.2	19.3	44.3	14.6	78.4	23.6	43.9	10.9	-0.2	-4.3	+0.4	+3.7	13%
Sarawak	79.7	0.0	72.1	7.6	79.4	0.0	70.0	9.4	+0.3	0.0	+2.1	-1.8	10%
Sabah	76.2	0.0	73.9	2.3	78.5	0.0	75.8	2.7	-2.3	0.0	-1.9	-0.4	10%
WP KL	39.7	2.2	26.4	11.1	41.6	1.8	25.9	13.9	-1.9	+0.4	+0.5	-2.8	7%
Melaka	65.7	45.6	18.7	1.4	62.9	35.8	24.5	2.6	+2.8	+9.8	-5.8	-1.2	6%
Penang	44.6	17.0	24.3	3.3	45.7	7.6	35.0	3.1	-1.1	+9.4	-10.7	+0.2	5%
Terengganu	64.7	17.7	42.8	4.2	70.5	17.4	48.3	4.8	-5.8	+0.3	-5.5	-0.6	3%
Kedah	48.7	16.7	27.9	4.1	43.1	16.0	25.9	1.2	+5.6	+0.7	+2.0	+2.9	3%
N.Sembilan	42.5	15.5	22.6	4.4	40.2	23.1	14.6	2.5	+2.3	-7.6	+8.0	+1.9	3%
Perak	27.8	12.1	15.3	0.4	32.2	13.3	17.8	1.1	-4.4	-1.2	-2.5	-0.7	2%
Kelantan	38.0	3.2	33.5	1.3	55.5	1.2	53.5	0.8	-17.5	+2.0	-20.0	+0.5	1%
Perlis	48.7	1.6	42.1	5.0	52.6	7.8	42.4	2.4	-3.9	-6.2	-0.3	+2.6	0%**
WP Labuan	76.4	0.0	74.6	1.8	80.6	0.0	79.6	1.0	-4.2	0.0	-5.0	+0.8	0%**
WP Putrajaya	37.2	0.5	26.8	9.9	39.6	0.5	16.6	22.5	-2.4	0.0	+10.2	-12.6	0%**
<b>National Incidence</b>	<b>54.4</b>	<b>15.3</b>	<b>32.3</b>	<b>6.8</b>	<b>55.0</b>	<b>13.8</b>	<b>34.3</b>	<b>6.9</b>	<b>-0.6</b>	<b>+1.5</b>	<b>-2.0</b>	<b>-0.1</b>	<b>100%</b>

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

# Top 10 Illegal Cigarettes Brands For Perlis

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

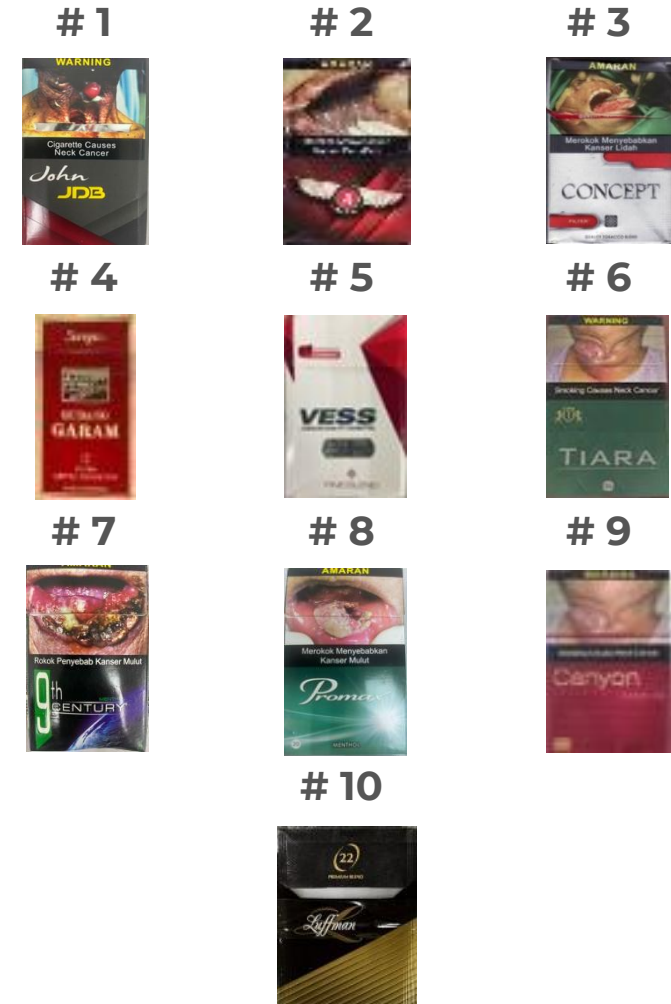
		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	33.1	38.2	37.7
2.	Vess	6.3	2.0	3.9
3.	Gudang Garam	4.9	0.2	2.3
4.	Tiara	2.2	-	0.5
5.	Manchester*	0.7	-	1.3
6.	D&J	0.5	-	0.1
7.	A380*	0.3	1.9	0.9
8.	Concept*	0.3	2.2	0.5
9.	Pragon*	0.2	-	0.0**
10.	Promax*	0.2	-	0.0**
<b>Top 10 Total</b>		<b>48.7</b>	<b>44.5</b>	<b>47.2</b>
<b>Other Illegal</b>		<b>-</b>	<b>0.6</b>	<b>5.4</b>
<b>Total Illegal %</b>		<b>48.7</b>	<b>45.1</b>	<b>52.6</b>



# Top 10 Illegal Cigarettes Brands For Kedah

- Volume contribution to National = 3%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	20.6	32.9	15.3
2.	A380*	6.2	5.3	4.2
3.	Concept*	4.5	2.7	1.1
4.	Gudang Garam	4.1	0.4	1.2
5.	Vess	3.1	1.1	4.8
6.	Tiara	2.0	1.1	4.6
7.	9 <sup>th</sup> Century*	1.9	0.1	0.2
8.	Promax*	1.8	1.3	0.8
9.	Canyon	1.0	0.3	0.2
10.	Luffman	0.8	0.1	0.1
<b>Top 10 Total</b>		<b>46.0</b>	<b>45.3</b>	<b>32.5</b>
<i>Other Illegal</i>		2.7	7.1	10.6
<b>Total Illegal %</b>		<b>48.7</b>	<b>52.4</b>	<b>43.1</b>



# Top 10 Illegal Cigarettes Brands For Penang

- Volume contribution to National = 3%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	21.4	18.9	32.1
2.	Manchester*	4.3	4.2	2.2
3.	Gudang Garam	2.9	3.4	2.9
4.	A380*	2.8	2.8	0.4
5.	Concept*	2.5	2.0	0.9
6.	Forman*	2.3	0.9	1.1
7.	Canyon	1.4	2.2	0.3
8.	M*	1.4	1.3	0.9
9.	Promax*	1.3	2.0	0.4
10.	Pragon*	0.5	1.4	0.9
<b>Top 10 Total</b>		<b>40.8</b>	<b>39.1</b>	<b>42.1</b>
<i>Other Illegal</i>		3.8	4.0	3.6
<b>Total Illegal %</b>		<b>44.6</b>	<b>43.1</b>	<b>45.7</b>



# Top 10 Illegal Cigarettes Brands For Perak

- Volume contribution to National = 2%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	9.3	6.6	11.1
2.	D&J	2.8	2.5	3.1
3.	Canyon	2.3	2.0	1.8
4.	Concept*	2.3	3.8	2.0
5.	9 <sup>th</sup> Century*	1.9	2.5	2.9
6.	Manchester*	1.8	1.7	1.3
7.	9 <sup>th</sup> Blend*	1.8	-	-
8.	Misto*	1.4	2.4	2.9
9.	Promax*	0.6	0.4	0.5
10.	M*	0.5	0.7	0.3
<b>Top 10 Total</b>		<b>24.7</b>	<b>22.6</b>	<b>25.9</b>
<i>Other Illegal</i>		<i>3.1</i>	<i>4.4</i>	<i>6.3</i>
<b>Total Illegal %</b>		<b>27.8</b>	<b>27.0</b>	<b>32.2</b>



# Top 10 Illegal Cigarettes Brands For Selangor

- Volume contribution to National = 15%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	11.1	9.5	8.7
2.	L.A.	6.8	4.5	7.1
3.	Canyon	5.2	5.2	5.2
4.	U2	3.8	4.8	4.3
5.	Zon King	3.6	4.9	3.0
6.	Gudang Garam	3.1	3.3	5.0
7.	Luffman	1.7	1.5	2.6
8.	Misto*	1.6	1.9	1.2
9.	Sampoerna	0.9	0.6	0.7
10.	Bosston*	0.8	1.1	0.1
<b>Top 10 Total</b>		<b>38.6</b>	<b>37.3</b>	<b>37.9</b>
<i>Other Illegal</i>		<i>4.7</i>	<i>6.6</i>	<i>5.5</i>
<b>Total Illegal %</b>		<b>43.3</b>	<b>43.9</b>	<b>43.4</b>



\* relates to brands with fake tax stamp

# Top 10 Illegal Cigarettes Brands For WP KL

- Volume contribution to National = 7%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	11.5	11.5	8.6
2.	L.A.	8.1	4.5	8.2
3.	Canyon	6.0	5.9	5.7
4.	U2	4.2	3.6	5.6
5.	Zon King	3.8	4.0	2.8
6.	Gudang Garam	2.5	2.9	4.6
7.	Luffman	0.9	2.2	2.9
8.	Bosston*	0.5	1.1	0.4
9.	Concept*	0.5	0.4	0.4
10.	Pragon*	0.4	0.2	0.1
<b>Top 10 Total</b>		<b>38.4</b>	<b>36.3</b>	<b>39.3</b>
<i>Other Illegal</i>		1.3	3.8	2.3
<b>Total Illegal %</b>		<b>39.7</b>	<b>40.1</b>	<b>41.6</b>



# Top 8 Illegal Cigarettes Brands For WP Putrajaya

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

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.9	12.3	5.6
2.	Canyon	10.6	7.3	8.6
3.	L.A.	5.8	5.1	13.6
4.	Gudang Garam	4.0	6.4	6.2
5.	Zon King	1.8	3.7	1.0
6.	U2	1.5	-	2.7
7.	Bosston*	0.3	-	0.2
8.	Manchester*	0.3	-	-
<b>Top 8 Total</b>		<b>37.2</b>	<b>34.8</b>	<b>37.9</b>
<i>Other Illegal</i>		-	0.2	1.7
<b>Total Illegal %</b>		<b>37.2</b>	<b>35.0</b>	<b>39.6</b>



\* relates to brands with fake tax stamp

# Top 10 Illegal Cigarettes Brands For Negeri Sembilan

- Volume contribution to National = 3%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	12.7	6.8	6.6
2.	Canyon	9.3	5.6	5.9
3.	Misto*	5.8	9.1	7.4
4.	Bosston*	2.7	2.3	1.3
5.	L.A.	2.4	2.5	0.3
6.	A380*	1.9	3.7	6.6
7.	9 <sup>th</sup> Century*	1.3	0.8	1.1
8.	Gudang Garam	1.2	1.3	1.8
9.	Manchester*	0.9	0.1	0.2
10.	Galaxy*	0.8	1.0	0.2
<b>Top 10 Total</b>		<b>39.0</b>	<b>33.2</b>	<b>31.4</b>
<i>Other Illegal</i>		3.5	10.3	8.8
<b>Total Illegal %</b>		<b>42.5</b>	<b>43.5</b>	<b>40.2</b>



# Top 10 Illegal Cigarettes Brands\* For Melaka

- Volume contribution to National = 6%

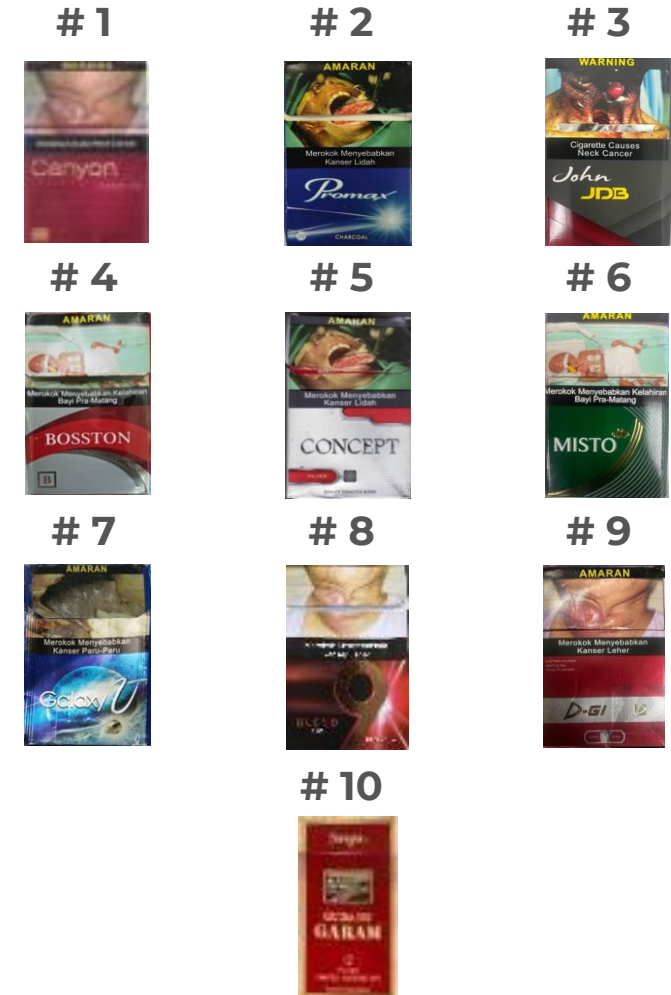
		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Bosston*	15.8	15.0	13.7
2.	John	12.6	11.9	14.8
3.	Misto*	11.8	13.0	9.1
4.	Promax	5.8	7.0	0.5
5.	Canyon	5.7	4.8	8.8
6.	Concept*	3.9	3.3	1.0
7.	Redwood*	3.0	0.2	0.2
8.	Galaxy*	3.0	3.4	2.9
9.	Gudang Garam	1.2	1.7	1.8
10.	Pragon*	0.8	1.5	3.5
<b>Top 10 Total</b>		<b>63.6</b>	<b>61.8</b>	<b>56.3</b>
<i>Other Illegal</i>		<i>2.1</i>	<i>1.6</i>	<i>6.6</i>
<b>Total Illegal %</b>		<b>65.7</b>	<b>63.4</b>	<b>62.9</b>



# Top 10 Illegal Cigarettes Brands For Johor

- Volume contribution to National = 21%

	Illegal Brand	Nov, 2025	Sep, 2025	2024
		SOM (%)	SOM (%)	SOM (%)
1.	Canyon	8.1	6.0	6.2
2.	Promax*	6.1	5.7	3.1
3.	John	6.0	5.9	4.7
4.	Bosston*	5.9	6.7	7.1
5.	Concept*	5.6	5.2	4.2
6.	Misto*	5.0	4.9	5.1
7.	Galaxy*	3.8	3.3	3.1
8.	9th Century*	2.5	3.0	0.4
9.	D-Gi	2.0	-	-
10.	Gudang Garam	1.7	1.1	1.8
<b>Top 10 Total</b>		<b>46.7</b>	<b>41.8</b>	<b>35.7</b>
<i>Other Illegal</i>		7.3	10.1	16.8
<b>Total Illegal %</b>		<b>54.0</b>	<b>51.9</b>	<b>52.5</b>



# Top 10 Illegal Cigarettes Brands\* For Pahang

- Volume contribution to National = 13%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	30.9	37.9	29.4
2.	Bosston*	11.5	8.9	11.4
3.	Canyon	9.3	10.6	7.1
4.	Gudang Garam	9.2	6.7	8.8
5.	Concept*	4.1	2.2	9.7
6.	Gajah Baru	3.1	1.5	0.5
7.	U2	2.8	3.3	6.4
8.	L.A.	1.5	0.3	1.0
9.	Misto*	0.9	0.4	0.5
10.	Vson*	0.8	0.8	0.1
<b>Top 10 Total</b>		<b>74.1</b>	<b>72.6</b>	<b>74.9</b>
<i>Other Illegal</i>		<i>4.1</i>	<i>4.9</i>	<i>3.5</i>
<b>Total Illegal %</b>		<b>78.2</b>	<b>77.5</b>	<b>78.4</b>



# Top 10 Illegal Cigarettes Brands For Terengganu

- Volume contribution to National = 3%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	35.9	37.9	36.8
2.	Misto*	8.8	6.0	6.4
3.	Saat	2.7	5.0	4.4
4.	Gudang Garam	2.3	2.4	2.7
5.	Concept*	2.2	4.6	2.9
6.	Pragon*	2.0	2.1	3.1
7.	Bosston*	1.9	1.4	2.6
8.	9th Century*	1.3	0.4	0.4
9.	Canyon	1.2	1.2	1.0
10.	Gajah Baru	1.2	1.5	1.9
<b>Top 10 Total</b>		<b>59.5</b>	<b>62.5</b>	<b>62.2</b>
<i>Other Illegal</i>		5.2	6.0	8.3
<b>Total Illegal %</b>		<b>64.7</b>	<b>68.5</b>	<b>70.5</b>



# Top 10 Illegal Cigarettes Brands For Kelantan

- Volume contribution to National = 1%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	John	19.6	15.5	35.4
2.	Saat	13.8	20.2	17.0
3.	Bosston*	1.4	0.8	-
4.	Gudang Garam	1.3	0.8	0.8
5.	Concept*	1.2	2.6	0.5
6.	Pragon*	0.3	2.5	0.6
7.	Patik*	0.2	-	-
8.	Redwood*	0.1	0.1	-
9.	Premium	0.1	0.3	0.1
10.	Misto*	0.0**	-	0.1
<b>Top 10 Total</b>		<b>38.0</b>	<b>42.8</b>	<b>54.5</b>
<i>Other Illegal</i>		-	0.6	1.0
<b>Total Illegal %</b>		<b>38.0</b>	<b>43.4</b>	<b>55.5</b>



# Top 3 Illegal Cigarettes Brands For WP Labuan

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

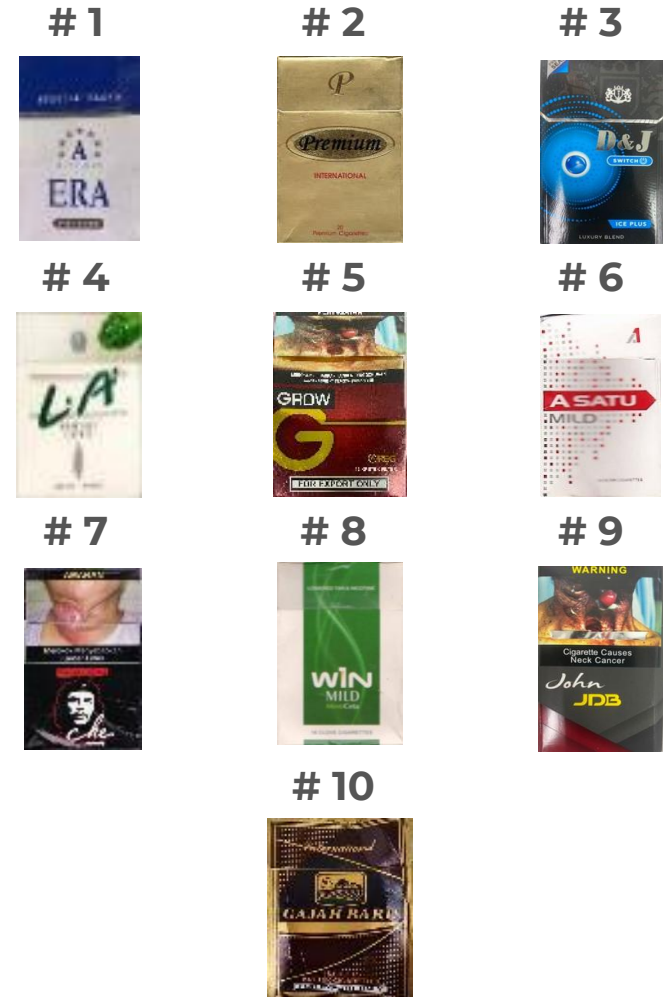
		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	74.3	65.0	75.1
2.	L.A.	1.8	9.9	0.3
3.	Premium	0.3	1.5	3.7
<b>Top 3 Total</b>		<b>76.4</b>	<b>76.4</b>	<b>79.1</b>
<i>Other Illegal</i>		-	-	1.5
<b>Total Illegal %</b>		<b>76.4</b>	<b>76.4</b>	<b>80.6</b>



# Top 10 Illegal Cigarettes Brands For Sabah

- Volume contribution to National = 10%

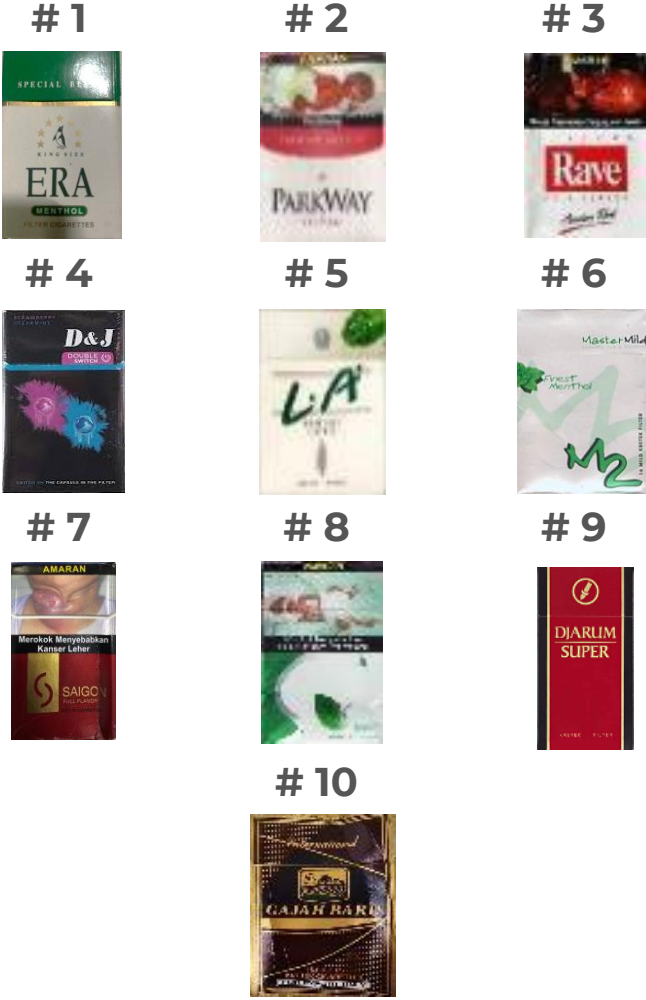
		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	69.1	62.9	70.8
2.	Premium	2.6	4.3	3.3
3.	D&J	1.9	1.4	1.4
4.	L.A.	1.2	7.4	0.9
5.	Grow	0.6	0.5	1.0
6.	A Satu Mild	0.3	-	0.0**
7.	Che	0.3	-	0.0**
8.	Win Mild	0.1	0.2	0.1
9.	John	0.1	0.1	0.0**
10.	Gajah Baru	0.0**	-	-
<b>Top 10 Total</b>		<b>76.2</b>	<b>76.8</b>	<b>77.5</b>
<i>Other Illegal</i>		-	-	1.0
<b>Total Illegal %</b>		<b>76.2</b>	<b>76.9</b>	<b>78.5</b>



# Top 10 Illegal Cigarettes Brands For Sarawak

- Volume contribution to National = 10%

		Nov, 2025	Sep, 2025	2024
		SOM	SOM	SOM
Illegal Brand		(%)	(%)	(%)
1.	Era	34.4	30.6	31.5
2.	Parkway	18.8	21.7	19.6
3.	Rave	12.7	14.8	11.9
4.	D&J	4.4	3.9	5.2
5.	L.A.	3.4	3.6	3.4
6.	Master Mild M2	1.8	0.4	0.4
7.	Saigon	1.2	1.3	0.3
8.	S Super	0.9	1.2	4.1
9.	Djarum	0.6	0.3	0.4
10.	Gajah Baru	0.4	0.4	0.7
<b>Top 10 Total</b>		<b>78.6</b>	<b>78.2</b>	<b>77.5</b>
<i>Other Illegal</i>		<i>1.1</i>	<i>1.8</i>	<i>1.9</i>
<b>Total Illegal %</b>		<b>79.7</b>	<b>80.0</b>	<b>79.4</b>



# Appendix: Nielsen's ICS Research Objective & Methodology



# Research Objectives

1

Identify the **incidence & trend** of illegal cigarettes in Malaysia & at State Level

2

Identify the **illegal brands** available in Malaysia and at State Level

3

Identify the level of **compliance vs. non-compliance** on cigarette packs

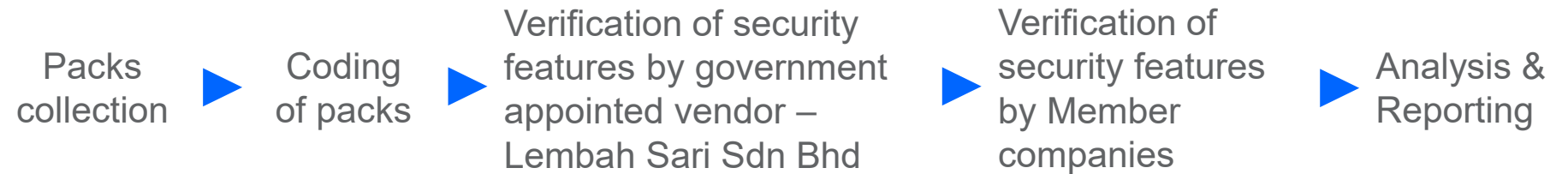
- I. Security features (Tax Stamps)
- II. Brands of Local Manufacturers and Importers registered with Royal Malaysian Customs
- III. Mandated Labeling Requirements (under Control of Tobacco Product Regulations, Trade Description Act, Price Control & Anti Profiteering Act )

# Overview Of Study Framework

## METHODOLOGY

- Method: **Litter collection of cigarette packs.**
- Frequency: **6 waves** in a year.
- Geographical coverage: Nationwide (Pen. M'sia and Sabah & Sarawak)
- Sample size: Nationwide **21,200 packs per wave** ( Pen M'sia = A minimum of 1,200 packs per State, Sabah & Sarawak = 1,600 packs each, Putrajaya & Labuan = 400 packs each )

## PROCESS



## SAMPLING ERROR

- 0.6% at national level and minimum 5.0% at state level

# ICS Research Methodology & Design

## I. ICS Universe, Sample Size

## II. Sampling Coverage Of ICS and Fieldwork

## III. Coding Processes

## IV. Data Processing

## V. Weighting The Survey Data

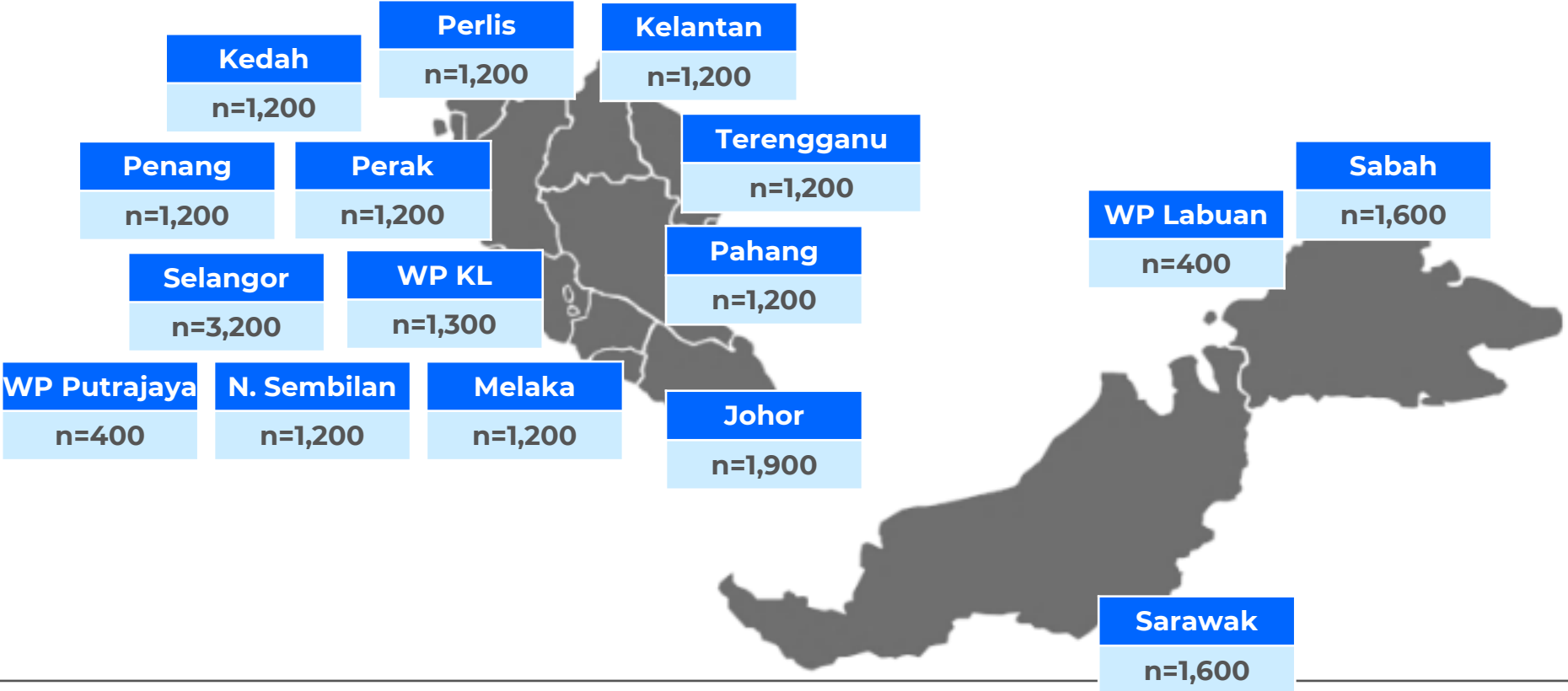
# Why Sample Size of 20,000 packs?

Sample Size (n=)	Sampling Error @ 95% Confidence
n=50	14.9%
n=100	9.9%
n=250	5.9%
n=500	4.1%
n=1,000	2.8%
n=2,000	2.0%
n=3,000	1.6%
n=4,000	1.4%
n=10,000	0.8%
<b>n=20,000</b>	<b>0.6%</b>
n=50,000	0.4%

- The data accuracy for a sample size is dependent on the sample size of a study; **Sampling error declines** as **sample size** for a study is **increased**
- To ensure minimal sampling error at **National level**, **sample size of n=20,000** was chosen
- At State level, a minimum sample size of n=1,200 was chosen to optimize data accuracy without impacting the efficiency of fieldwork turnaround time. However, n=400 for Putrajaya and Labuan due to population size consideration.

# Geographical Coverage & Sample Size For Each State

- State in Pen Malaysia, minimum sample size n=1,200
- State in East Malaysia, sample size n=1,600
- **These sample size are robust** taking into consideration geographical landscape, different cigarettes volume pattern and efficient turnaround of fieldwork



# ICS Research Methodology & Design

I. ICS Universe, Sample Size

**II. Sampling Coverage Of ICS and Fieldwork**

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# Sampling Coverage of ICS

STATE	DISTRICT COVERED		
Perlis	Kangar		
Kedah	Kuala Muda	Kota Setar	Kulim
	Kubang Pasu	Baling	Pendang
Penang	Timur Laut	Seberang Perai Tengah	Seberang Perai Utara
Perak	Kinta	Larut & Matang	Manjung
	Hilir Perak	Kerian	
Selangor	Petaling	Ulu Langat	Klang
	Gombak	Kuala Langat	
WP	Spread across KL	Spread across Putrajaya	Spread across Labuan
N. Sembilan	Seremban	Jempol	Port Dickson
	Tampin		
Melaka	Melaka	Alor Gajah	
Johor	Johor Bahru	Batu Pahat	Kluang
	Kulai Jaya	Muar	Kota Tinggi
Pahang	Kuantan	Temerloh	Bentong
	Maran	Rompin	Pekan
Terengganu	Kuala Terengganu	Kemaman	Dungun
	Besut		
Kelantan	Kota Bharu	Pasir Mas	Tumpat
	Bachok	Tanah Merah	
Sabah	Kota Kinabau	Tawau	Sandakan
	Lahad Datu	Keningau	Semporna
	Papar	Penampang	Beluran
	Tuaran	Ranau	Kota Belud
Sarawak	Kuching	Miri	Sibu
	Bintulu	Serian	Samarahan
	Sri Aman	Sarikei	Kapit
	Bau	Limbang	Saratok

- Nationwide
- All 13 states in Peninsular and East Malaysia and 3 Federal Territories
- Covers each state's **top 50% most populous** districts
- The sampling approach ensure **both Urban & Rural** coverage reflects data released by Malaysia Department of Statistic (Census 2010)

# Flow Chart For Pre-Fieldwork & Fieldwork

Establish starting point of collection



Collect 25 packs from the street each week

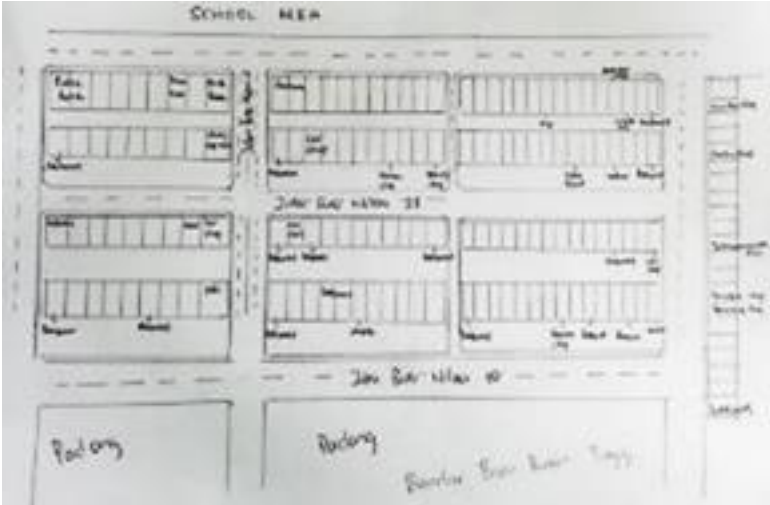


Attach label to bag: Standard label with the following:

- *State*
- *Location collected*
- *Area type*
- *Date of collection*



Packs will then be delivered to Nielsen's Head Office at KL for coding



# Guidelines For Pack Collection

- All Packs collected from the collection points must be in decent condition. If not Lembah Sari Sdn. Bhd. will not be able to validate the authenticity of a pack if the packs are so badly damaged that certain key elements are missing
- Instruction to collectors is to collect pack in decent condition.
- No instruction on brand restriction is issued (hence, [rejection of packs in poor condition applies to all](#) brands)
- As such, collectors will have no preference on the packs being collected as long as it is in decent condition
- Remuneration for packs collected are standard across all pack type / brand



*Visual Examples of Unacceptable Packs*

# ICS Research Methodology & Design

I. ICS Universe, Sample Size

II. Sampling Coverage Of ICS and Fieldwork

**III. Coding Processes**

IV. Data Processing

V. Weighting The Survey Data

# A Robust SOP For Pack Verification & Coding Process

The following diagram illustrates the pack verification & coding process



# Coding & Storage Process At Nielsen HQ



1. Packs which arrive at Nielsen HQ are assigned a unique pack ID number

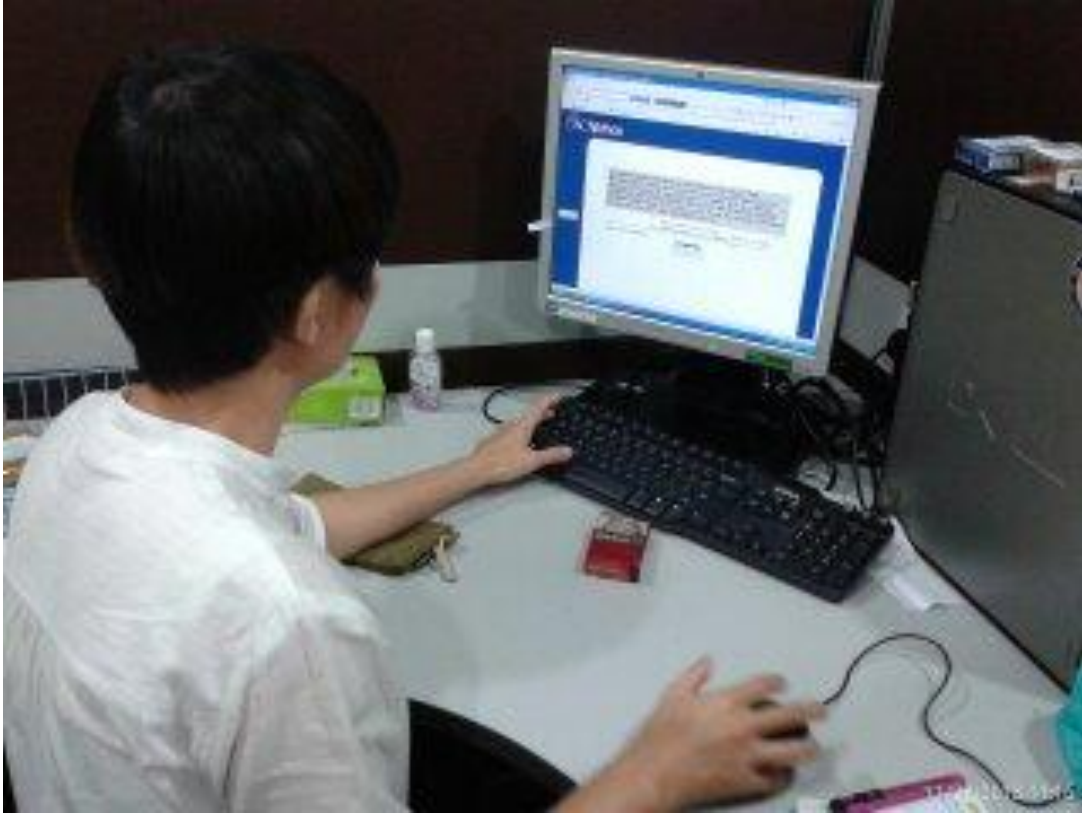


Pack Sample

A unique ID is assigned to each pack when it reach Nielsen HQ

Each cigarettes pack which arrive will have a sticker with details on when and where it is collected

# Coding & Storage Process At Nielsen HQ



2. Once the pack ID number is assigned, data entry process will begin. All information on the pack will be captured

3. When data entry is completed, the packs are sorted by brands and types



# Coding & Storage Process At Nielsen HQ

4. Once the sorting is complete, the cigarettes packs are stored on shelves with labeling for easy retrieval when required



# Illegal Cigarettes Criteria For Verification

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

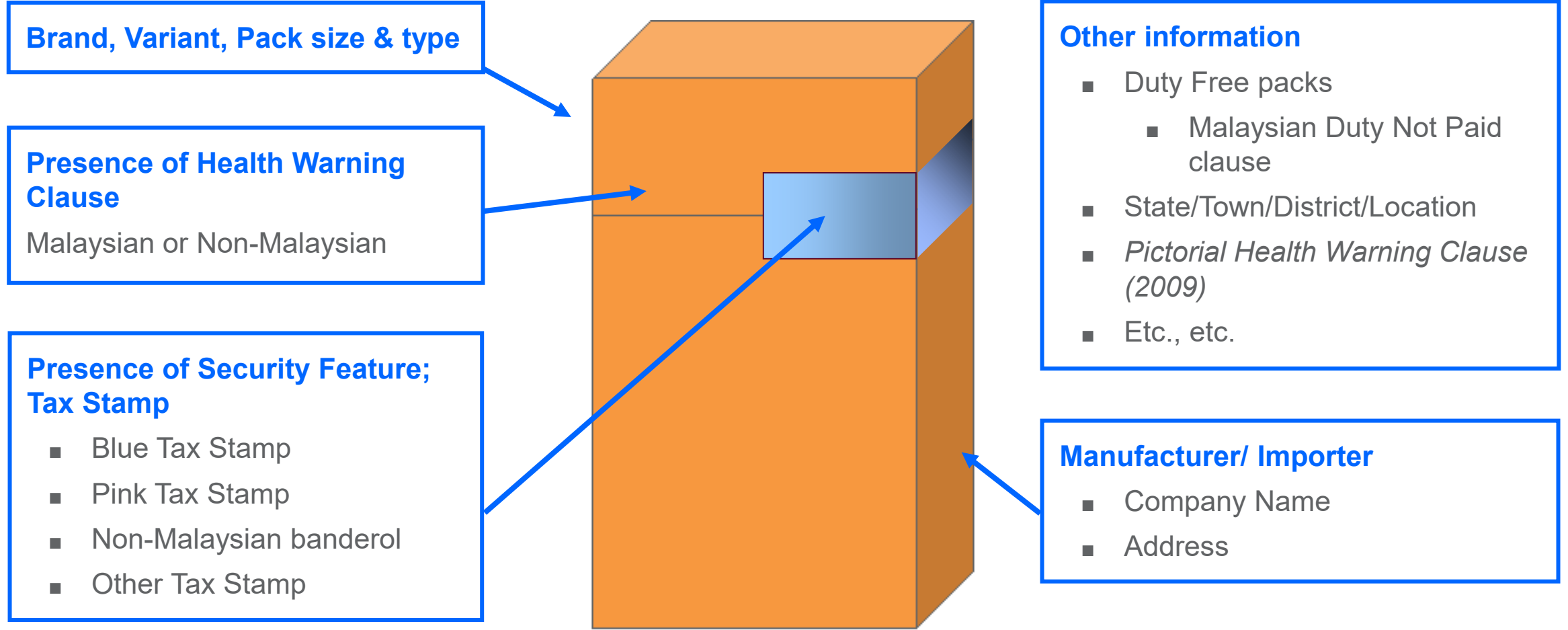
1. Absence of Registered Importers
2. Unregistered Importers\*
3. Absence of Registered Manufacturers
4. Unregistered Manufacturers\*
5. Packs with counterfeit (fake) Malaysian tax stamp\*\*
6. Packs without Malaysian tax stamp
7. Packs with non-Malaysian tax stamp
8. Unregistered Brand\*
9. Non Compliance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

# Regulations Set By The Malaysian Government

- All locally manufactured cigarettes and imported cigarettes are required to meet the following criteria:
  - **Registered brand** with Customs
  - **Registered manufacturer** with Customs
  - **Registered importer** with Customs (if it is an imported pack)
  - **Malaysian labeling requirements** i.e. pictorial health warning clause, textual health warning clause, “no sales to under 18” clause, manufacturing date, name and address on manufacturer/importer
  - **Pack size** of not less than 20 sticks
- Additional security features for imported / manufactured packs for **domestic** consumption:
  - Blue tax stamp
- Additional security features for imported / manufactured packs for **duty free** consumption:
  - Pink tax stamp

# Visible Elements Captured By ICS

The following visible elements is **checked & coded / captured** for **each** of the collected packs by Nielsen Malaysia



Information on registered brands, registered manufacturers/ Importers is provided by CMTM

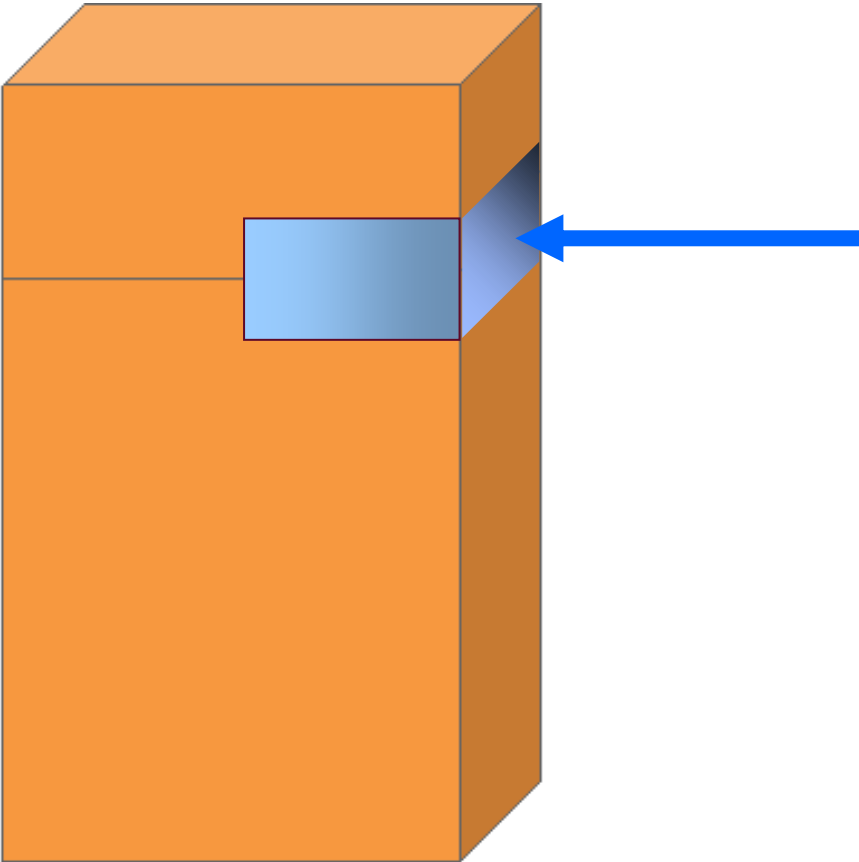
# Verification Of Security Tax Stamp

- **Tax Stamps** are verified by Lembah Sari using the special reader/tool
- Verification outcome: **sign off by Lembah Sari** & Nielsen as witness

	A	B	C	D	E	H
1	Local Manufact		F = Fake	X = No Ink	G50 = genuine security ink, DF/MY - fake (tamp	
2						Remarks (by LSSB)
3	No	Pack ID System	Brand	Pack Size	Security Ink	Other Comments
10	7	30720	John	20	F	
11	8	111192	John	20	F	
12	9	110215	John	20	F	
13	10	101121	John	20	F	
14	11	40886	John	20	F	
15	12	40782	John	20	F	
16	13	121022	John	20	F	
17	14	100813	John	20	F	
18	15	121196	John	20	F	
19	16	110975	John	20	F	
20	17	60734	John	20	F	
21	18	110977	John	20	F	
22	19	41164	John	20	F	
23	20	40784	John	20	F	
24	21	40689	John	20	F	
25	22	40788	John	20	F	
26	23	40711	John	20	F	
27	24	10938	John	20	F	
28	25	41050	John	20	F	
29	26	40682	John	20	F	
30	27	40936	John	20	F	
31	28	4167	John	20	F	
32	29	111160	John	20	F	
33	30	41032	John	20	F	
34	31	40639	John	20	F	
35	32	120739	John	20	F	
36	33	40843	John	20	F	
37	34	4188	John	20	F	



# Verification Of Security Tax Stamp



**Blue Tax Stamp**  
(Domestic Market)

OR

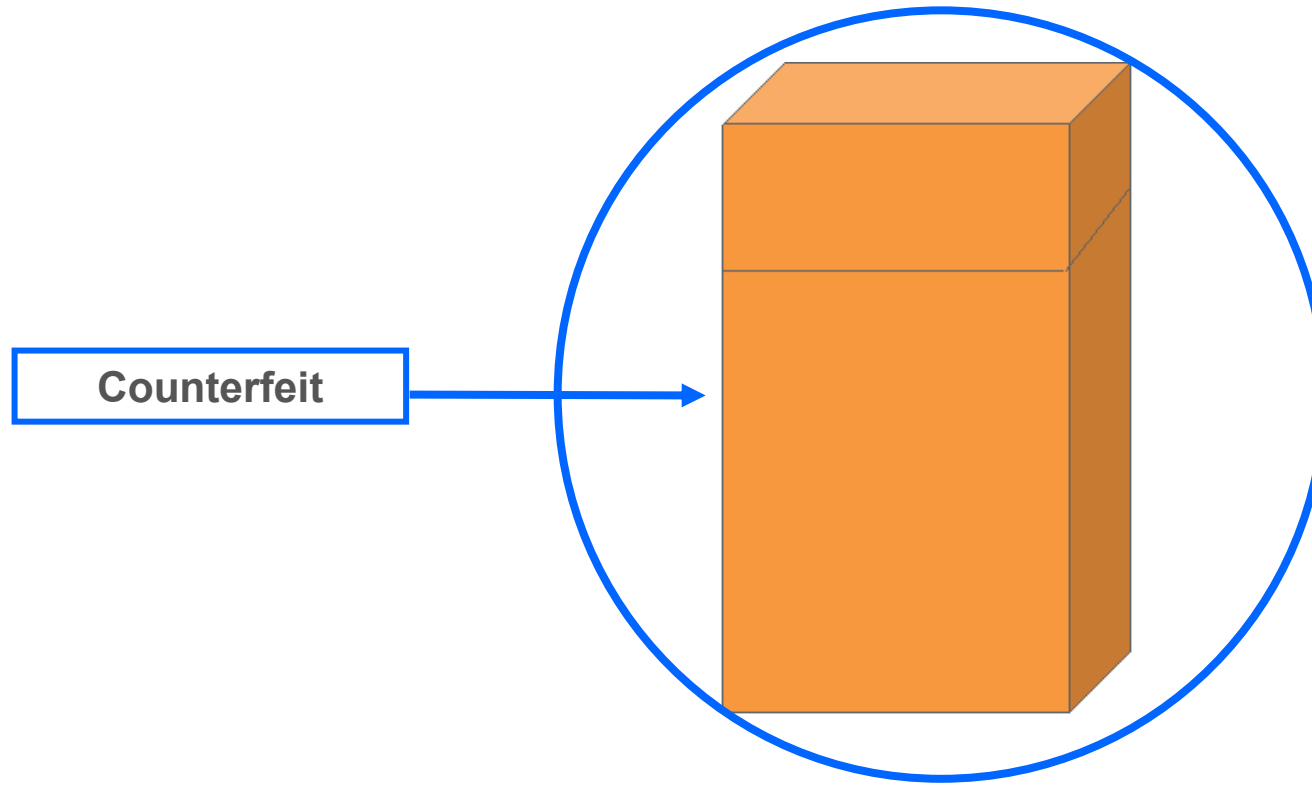


**Pink Tax Stamp**  
(Duty Free Market)



# Verification Of Non-Visible Elements

- Only applicable to CMTM members' brands
- **Verification** by the respective member companies' **technical experts**
- Pack **IDs of identified Counterfeit packs** are given to Nielsen Malaysia



# ICS Research Methodology & Design

- I. ICS Universe, Sample Size
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- IV. Data Processing**
- V. Weighting The Survey Data



# Data Processing (Quality Control)

1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	32	33																																																																																		
Wave 3	Week 33	03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Peter Shy	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Dunhill Re	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Dunhill Re	Jin Paser	Jalan Pas East Mala	Dunhill Re	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Winston R	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Dunhill Re	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Dunhill Re	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Salora Ma	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Marlboro	Jin Paser	Jalan Pas East Mala	Premium	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Ero Prem	Jin Paser	Jalan Pas East Mala	Premium	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Marlboro	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Premium	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G
24003	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re																																																																																																												
5	Wave 3, Week 33, 03/10/20	Oct-12	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Peter Shy																																																																																																												
36003	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Dunhill Re																																																																																																												
56	Wave 3, Week 33, 03/10/20	Oct-12	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Dunhill Re																																																																																																												
36008	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Dunhill Re																																																																																																											
36004	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Winston R																																																																																																												
24004	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re																																																																																																												
24005	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re																																																																																																												
36005	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Dunhill Re																																																																																																												
24006	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Dunhill Re																																																																																																												
36040	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Dunhill Re																																																																																																											
36006	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G																																																																																																												
36007	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G																																																																																																												
36078	Wave 3, Week 33, 03/10/20	Oct-12	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro																																																																																																												
36041	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Dunhill Re																																																																																																											
24007	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R																																																																																																												
24008	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R																																																																																																												
36042	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Premium																																																																																																											
36009	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G																																																																																																												
36009	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Gadang G																																																																																																												
36079	Wave 3, Week 33, 03/10/20	Oct-12	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro																																																																																																												
36010	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Marlboro																																																																																																												
36043	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Premium																																																																																																											
36011	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Sabah, Ko Likas - Tor East Mala	Ero Prem																																																																																																												
36044	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Premium																																																																																																											
24009	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R																																																																																																												
3609	Wave 3, Week 33, 03/10/20	Oct-12	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro																																																																																																												
5	Wave 3, Week 33, 03/10/20	Oct-12	Perlis	Perlis - Ka Urban	Perlis, Kar Jalan Ara, North Per	Marlboro																																																																																																												
24010	Wave 3, Week 33, 03/10/20	Oct-12	Johor	Johor - Ba Urban	Johor, Bar Taman Bc South [Joh	Winston R																																																																																																												
36085	Wave 3, Week 33, 03/10/20	Oct-12	Sabah	Sabah - K Urban	Jin Paser	Jalan Pas East Mala	Premium																																																																																																											
3181	Wave 3, Week 33, 03/10/20	Oct-12	Kedah	Kedah - A Urban	Jalan Peg Jalan Peg North Per	Marlboro																																																																																																												

10% of data entered into the database will be cross-check by a QC personnel to ensure data accuracy and coders are capturing the data correctly

QC personnel will randomly select 10% of packs which has been keyed into the system, cross-compare to ensure pack features is similar to what has been recorded in the system and rectify the data

Besides completing a 10% physical QC check, the database is reviewed to check for data discrepancy against known facts

- E.g. Dunhill belongs to BAT M'sia ,
- Legal packs comes only in pack size of 20s

If any data discrepancies are detected, the affected pack will be extracted and a physical validation process will be undergone

# ICS Research Methodology & Design

- I. ICS Universe, Sample Size
- II. Sampling Coverage Of ICS and Fieldwork
- III. Coding Processes
- IV. Data Processing
- V. Weighting The Survey Data**

# How Does Nielsen Weight The Data?

## Step 1 : Establish the Estimated Legal Industry Volume

- The **estimated legal industry volume** is established based on the following information:
  - In-market sales** as provided independently by British American Tobacco Malaysia (BATM), Philip Morris Malaysia (PMM) and Japan Tobacco International (JTI)
  - Local manufacturers' **volume** and **Malaysian Duty Free** volume from Illicit Cigarettes Study (**ICS**)

	Nov, 2025	
	('000 sticks)	
CMTM Member Companies (BATM, PMM, JTI)	507,786	Derive from <b>actual in-market sales</b> as provided by <b>CMTM member companies</b>
Other Local manufacturers	0	
Malaysian Duty Free	2,557	ICS volume estimation is used as substitute since actual data is not available
<b>Total Legal Cigarettes Sales</b>	<b>510,343</b>	

*Unit of measurement : thousand sticks*

# How Does Nielsen Weight The Data?

## Step 2 : Establish the Legal Industry Volume contribution by State

- Using in-market sales (3 months average) as provided by CMTM member companies as a guideline, **establish each states' legal volume contribution** towards the national volume of 510,343,000 sticks

	IN-MARKET SALES BY CMTM	STATE'S LEGAL VOLUME CONTRIBUTION
PERLIS	3,054	0.5%
KEDAH	22,108	3.7%
PENANG	40,516	6.9%
PERAK	42,513	7.2%
SELANGOR	137,284	23.3%
WP KL	74,777	12.7%
WP PUTRAJAYA	319	0.1%
N.SEMBILAN	27,771	4.7%
MELAKA	20,404	3.5%
JOHOR	127,441	21.6%
PAHANG	24,832	4.2%
TERENGGANU	11,826	2.0%
KELANTAN	15,390	2.6%
WP LABUAN	238	0.0%
SABAH	22,760	3.9%
SARAWAK	18,676	3.2%
NATIONAL	589,909	

**Step 2a. (Using In-Market Sales)**

**State Legal Volume** =  $\frac{\text{State's In-Market Volume}}{\text{National Volume}}$  Contribution  
 (e.g.  $137,284 / 589,909 = 22.3\%$ )

	IN-MARKET SALES	STATE'S LEGAL VOLUME CONTRIBUTION	PROJECTED/ ESTIMATED STATE LEGAL VOLUME
SELANGOR	137,284	23.3%	118,767
NATIONAL	589,909		510,343

**Step 2b.**

**Projected States Legal Volume**  
 = State Legal Volume Contribution X National Legal Volume  
 (derived from In-Market Sales) (obtained from Step 1)  
 (e.g.  $23.3\% \times 510,343 = 118,767$ )

# How Does Nielsen Weight The Data?

## Step 2 : Key Output

	IN-MARKET SALES BY CMTM	STATE'S LEGAL VOLUME CONTRIBUTION	PROJECTED/ ESTIMATED STATE LEGAL VOLUME
PERLIS	3,054	0.5%	2,642
KEDAH	22,108	3.7%	19,126
PENANG	40,516	6.9%	35,052
PERAK	42,513	7.2%	36,779
<b>SELANGOR</b>	<b>137,284</b>	<b>23.3%</b>	<b>118,767</b>
WP KL	74,777	12.7%	64,691
WP PUTRAJAYA	319	0.1%	276
N.SEMBILAN	27,771	4.7%	24,025
MELAKA	20,404	3.5%	17,652
JOHOR	127,441	21.6%	110,251
PAHANG	24,832	4.2%	21,483
T'GANU	11,826	2.0%	10,231
KELANTAN	15,390	2.6%	13,314
WP LABUAN	238	0.0%	206
SABAH	22,760	3.9%	19,690
SARAWAK	18,676	3.2%	16,157
<b>NATIONAL</b>	<b>589,909</b>		<b>510,343</b>

# How Does Nielsen Weight The Data?

## Step 3 : Establish the Incidence for Legal / Illegal Cigarettes

- Convert the data from “**packs collected**” to “**sticks**” (based on pack size)
- The **study’s unit of measurement** is based on consumption in **sticks**
  - Though CTPR prohibits the sales of cigarettes below the pack sizes of 20 sticks, **illegal cigarettes** (primarily for illegal kretek) could still be found **in pack sizes below 20 sticks**
  - The **calculation based on number of packs collected** will **create a false inflation** on illegal volume due to the presence of packs sizes below 20 sticks

State	Total packs collected (Nov'25)	Number of legal packs collected	(Unweighted) Volume of legal packs collected	Number of illegal packs collected	(Unweighted) Volume of illegal packs collected	Total volume (Legal + Illegal)	Incidence of legal cigarettes	Incidence of illegal cigarettes
			A		B	C = A + B	D = A / C	E = B / C
SELANGOR	3,200	1,770	35,400	1,430	27,043	62,286	56.7%	43.3%



### Step 3a.

Sum up the number of sticks per pack for all legal packs collected to establish the estimated legal volume in sticks



### Step 3b.

Repeat Step 3a to establish the estimated illegal volume in sticks



### Step 3c.

Sum up the total consumption for both legal and illegal to establish The estimated total cigarette volume at state level



### Step 3d.

Calculate the ratio of estimated legal vs. illegal volume

# Top 10 Illegal Cigarettes Brands\* For Sarawak

## Step 3 : Incidence for Legal / Illegal Cigarettes Key Output

- Establish the level of legal vs. illegal cigarettes ratio in each respective state

State	Total packs collected (Nov'25)	Number of legal packs collected	(Unweighted) Volume of legal packs collected	Number of illegal packs collected	(Unweighted) Volume of illegal packs collected	Total volume (Legal + Illegal)	Incidence of legal cigarettes	Incidence of illegal cigarettes
			A		B	C = A + B	D = A / C	E = B / C
PERLIS	1,200	596	11,920	604	11,304	23,744	51.3%	48.7%
KEDAH	1,200	601	12,020	599	11,390	23,797	51.3%	48.7%
PENANG	1,200	653	13,060	547	10,510	23,559	55.4%	44.6%
PERAK	1,200	865	17,300	335	6,653	23,797	72.2%	27.8%
SELANGOR	3,200	1,770	35,400	1,430	27,043	62,286	56.7%	43.3%
WP KL	1,300	767	15,340	533	10,119	25,259	60.3%	39.7%
WP PUTRAJAYA	400	243	4,860	157	2,884	7,496	62.8%	37.2%
N.SEMBILAN	1,200	683	13,660	517	10,083	23,765	57.5%	42.5%
MELAKA	1,200	409	8,180	791	15,664	23,630	34.3%	65.7%
JOHOR	1,900	866	17,320	1,034	20,356	37,756	46.0%	54.0%
PAHANG	1,200	253	5,060	947	18,199	23,319	21.8%	78.2%
T'GANU	1,200	418	8,360	782	15,352	23,749	35.3%	64.7%
KELANTAN	1,200	738	14,760	462	9,032	23,856	62.0%	38.0%
WP LABUAN	400	94	1,880	306	6,084	8,000	23.6%	76.4%
SABAH	1,600	379	7,580	1,221	24,260	31,624	23.8%	76.2%
SARAWAK	1,600	320	6,400	1,280	25,140	31,276	20.3%	79.7%

# How Does Nielsen Weight The Data?

## Step 4 : Project Total Market Volume

- Once each states' estimated legal volume and legal incidence have been established, the numbers will be used to project total industry volume for each state

	STATE LEGAL VOLUME	LEGAL INCIDENCE	TOTAL MARKET VOLUME	STATE ILLEGAL VOLUME
	A	B	$C = A / B$	$D = C - A$
SELANGOR	118,767	56.7%	209,496	90,729



**Step 4a.**  
 Based on the incidence for legal cigarettes of 56.5% in Selangor, project the total volume for the state  
 (e.g. 118,767 divide by 56.7% = 209,496)



**Step 4b.**  
 Illegal volume is established by subtracting the projected total state's volume with the legal volume  
 (e.g. 209,496 – 118,767 = 90,729)

# How Does Nielsen Weight The Data?

## Step 4 : Key Output - Illegal Cigarettes Incidence @ National level

- Repeat the same process in Step 4 for all States

	STATE LEGAL VOLUME	LEGAL INCIDENCE	TOTAL MARKET VOLUME	STATE ILLEGAL VOLUME
PERLIS	2,642	51.3%	5,148	2,506
KEDAH	19,126	51.3%	37,250	18,124
PENANG	35,052	55.4%	63,259	28,208
PERAK	36,779	72.2%	50,923	14,144
SELANGOR	118,767	56.7%	209,496	90,729
WP KL	64,691	60.3%	107,364	42,673
WP PUTRAJAYA	276	62.8%	440	164
N.SEMBILAN	24,025	57.5%	41,759	17,734
MELAKA	17,652	34.3%	51,455	33,803
JOHOR	110,251	46.0%	239,829	129,577
PAHANG	21,483	21.8%	98,749	77,266
TERENGGANU	10,231	35.3%	29,018	18,788
KELANTAN	13,314	62.0%	21,462	8,147
WP LABUAN	206	23.6%	871	665
SABAH	19,690	23.8%	82,708	63,018
SARAWAK	16,157	20.3%	79,622	63,465
<b>NATIONAL</b>	<b>510,343</b>		<b>1,119,354</b>	<b>609,011</b>

Divide **National Illegal Volume 609,011** with **National Total Market Volume 1,119,354** **54.4%**

NIQ

**NIQ**