

Speaker: *Fook Nederveen*

Presentation title: New approaches for measuring the illicit market for tobacco products: A methodology to support future policymaking

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Background: The market for illicit tobacco is a global phenomenon that exacerbates health harms, results in significant loss of revenue for governments and legitimate businesses and is an important source of income for organised crime groups. Existing estimates of the size of the illicit tobacco market are based on a variety of methods, each with their strengths and limitations. The purpose of this paper commissioned by the Directorate-General Home Affairs at the European Commission was to assess approaches for estimating the size of the illicit tobacco market and generate an updated estimate. **Methods:** We mapped the available methodologies and data sources based on in-depth literature reviews and interviews with key informants. We assessed previous estimates of the size of the market and build on existing data and approaches to produce an updated estimate of criminal revenues. **Results:** According to the estimates produced in this study, the annual revenues derived from the illicit cigarette market in the EU range between €8 billion and €10 billion (€8.3 billion). This is somewhat lower than previous EU-wide estimates