

THE COST OF COUNTERFEIT GOODS

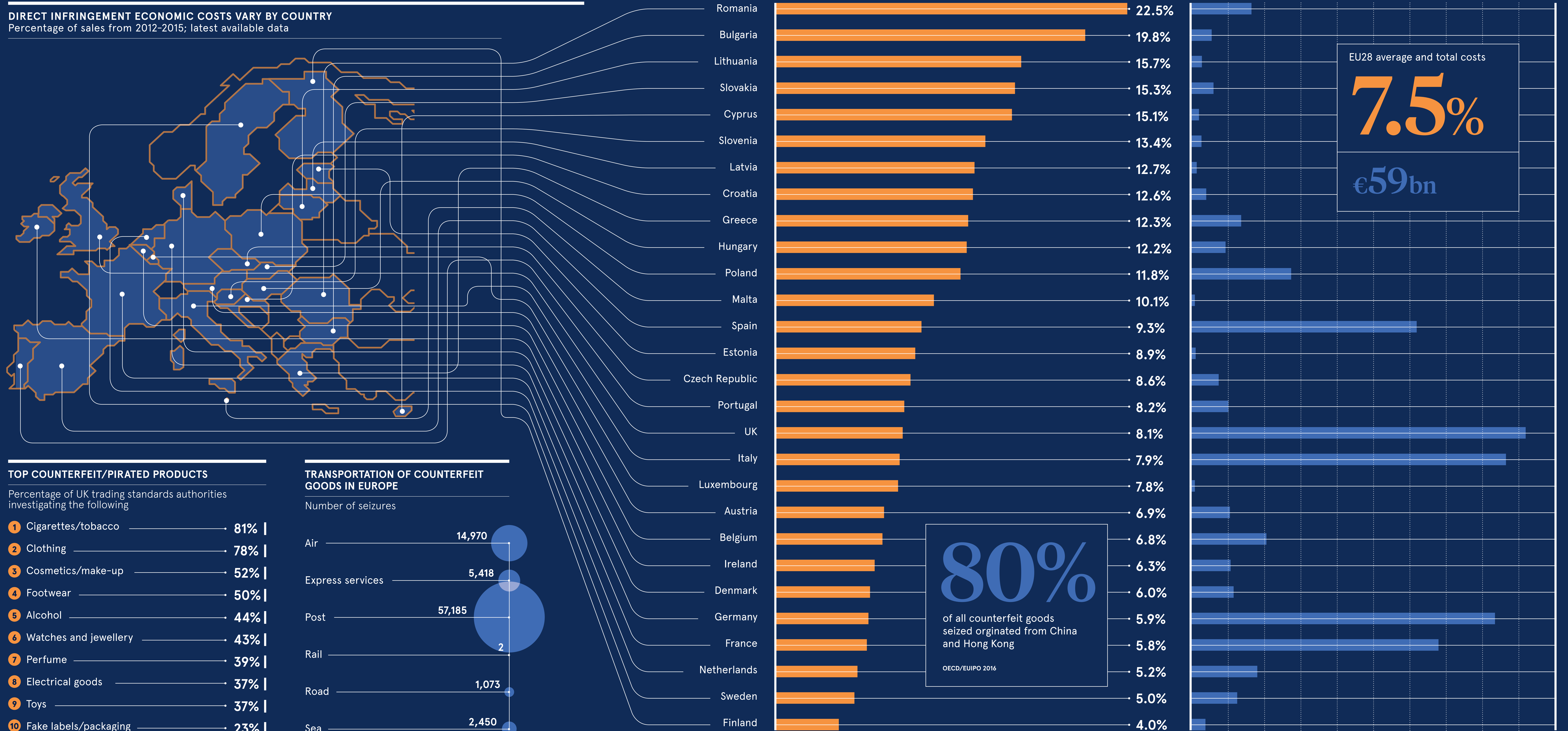
Globalisation and flourishing international trade has opened the door to economic growth, but also counterfeit goods. What is the bottom-line cost of fake goods to economies across Europe?

◆ Direct infringement economic costs, as a percentage of sales

◆ Direct infringement economic costs (€bn)

DIRECT INFRINGEMENT ECONOMIC COSTS VARY BY COUNTRY

Percentage of sales from 2012-2015; latest available data



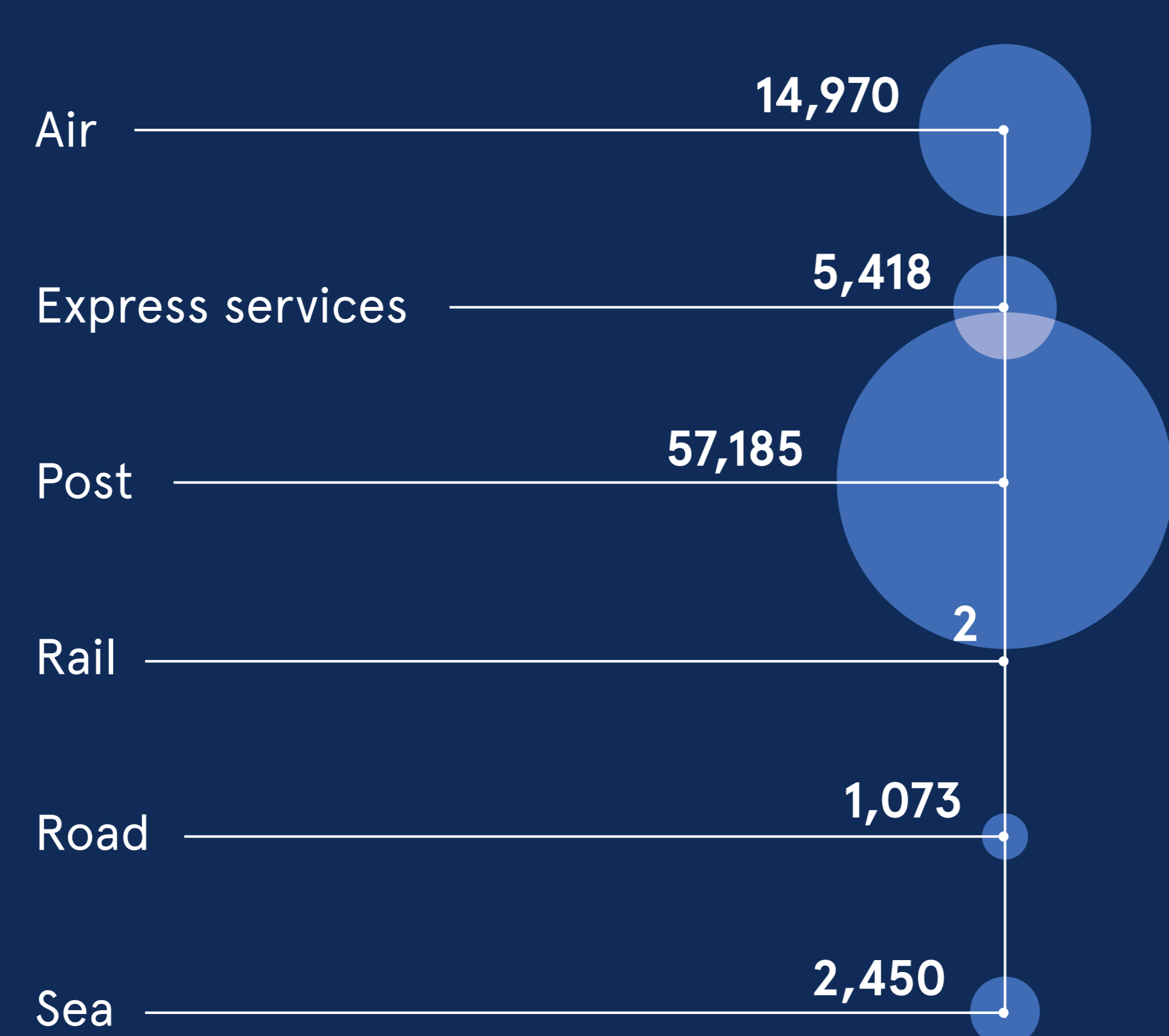
TOP COUNTERFEIT/PIRATED PRODUCTS

Percentage of UK trading standards authorities investigating the following

- 1 Cigarettes/tobacco → 81%
- 2 Clothing → 78%
- 3 Cosmetics/make-up → 52%
- 4 Footwear → 50%
- 5 Alcohol → 44%
- 6 Watches and jewellery → 43%
- 7 Perfume → 39%
- 8 Electrical goods → 37%
- 9 Toys → 37%
- 10 Fake labels/packaging → 23%

TRANSPORTATION OF COUNTERFEIT GOODS IN EUROPE

Number of seizures



80%
of all counterfeit goods seized originated from China and Hong Kong
OECD/EUIPO 2016

EU28 average and total costs
7.5%
€59bn