

# ECONOMIC IMPACT OF COUNTERFEITING IN THE CLOTHING, COSMETICS, AND TOY SECTORS IN THE EU



- Focus on lost sales and lost employment.
- Based on econometric models and statistical counterfeiting indicators; border detentions, offences, perceptions of corruption etc.
- Analysis of yearly sales in the period of 2008 to 2021.

## Findings:

- The clothing industry lost almost EUR 12 billion of sales each year (in 2018-2021), representing 5.2 % of the clothing sales in the EU.
- As a consequence of counterfeiting, the clothing industry employed 160 000 fewer people each year (in 2018-2021).
- The estimated loss in cosmetics sales was EUR 3 billion, corresponding to 4.8 % of total sales.
- The lost employment in the EU cosmetics industry is estimated at almost 32 000 people.
- The toy sector suffers the highest ratio of lost sales due to counterfeiting: 8.7 %, corresponding to EUR 1 billion.
- The toy sector employed 3 600 fewer people due to counterfeiting.