

What does counterfeiting cost us?



**€15
billion**

public revenue lost
across the EU due to
counterfeiting each year

How does this impact citizens?



Less government funding
for public services

Risks posed by counterfeits to consumers



97%

of recorded dangerous counterfeit goods were assessed as posing a serious risk*

*Based on alerts submitted by EU market surveillance authorities in the European Commission's "Rapid Alert System for dangerous non-food products" (RAPEX system)

Detected risks

Chemicals

Fire risk

Choking

Strangulations

Electric shocks

Damage to hearing

What is the cost of counterfeiting in Ireland?

Sectors where counterfeit goods in particular pose a **health risk to the consumer** and also **cause economic damage**

	 Ireland	 EU
Total loss of sales across 4 sectors	€406m	€19bn
Pharmaceuticals 	€223m	€6bn
Cosmetics & personal care 	€131m	€9.6bn
Wines & spirits 	€40m	€2.3bn
Toys & games 	€12m	€1bn