

Fakes by the Numbers

\$600 Billion

The estimated annual sales in counterfeit products worldwide

\$23 Billion

The estimated annual sales in counterfeit products in New York City

\$20 Billion

The minimum estimated loss to American companies from counterfeit products

\$1 Billion

The minimum estimated annual loss in tax revenues in New York City due to counterfeiting

\$139 Million

The estimated domestic value of all counterfeit goods seized by U.S. Customs in 2004

550,000

The number of fake watches reportedly seized by Cartier in a recent raid of a Chinatown wholesaler

10,000

The number of square meters of fake Louis Vuitton Monogram canvas seized by French Customs in Paris in December 2004 – enough to make 28,000 wallets or 18,000 handbags

\$1.69

The average amount paid by Chinatown wholesalers to import a fake blank watch, according to Cartier investigators

68

The percentage of counterfeit goods (ranked in dollar value) seized by U.S. Customs that originated in either China or Hong Kong in 2004

7

The estimated percentage of world trade represented by counterfeit goods

For counterfeiting index sources, contact Richard Wynne of the International Anticounterfeiting Coalition at 1-202-223-6667.