


PRICE COMPARISON OF CIGARETTE RETAIL PRICES JANUARY 2012 INCLUSIVE OF LOCAL TAXES						
AUSTRALIA			(x-rates.com)	HONG KONG		
PRODUCT	PACK SIZE	PRICE A\$	PRICE HK\$	PRODUCT	PACK SIZE	PRICE HK\$
MARLBORO	20	15.4	125	MARLBORO	20	50
MARLBORO	25	18.9	147.7			
SUPER KING	20	13	105.6			
RED FORTUNE	20	11.3	91.8			HK\$
WINFIELD	25	18.3	148.6	WINFIELD	20	44
BENSON+HEDGES	25	18.8	152.7			
PETER JACKSON	30	20.7	168			
LONGBEACH	40	26.8	217.6	 ClearTheAir 爭氣行動		
(ASH Australia)						
NEW ZEALAND		NZ\$	HK\$			HK\$
MARLBORO	20	13.8	86.5	MARLBORO		50
(stuff.co.nz)						
USA NEW YORK		US\$	HK\$			HK\$
MARLBORO	20	15	117	MARLBORO	20	50
(NY Times)						
IRELAND		£				HK\$
MPPC	20	7.41	89.6	DOUBLE HAPPINESS	20	45
UK						
MPPC	20	6.95	84	VICEROY	20	46
SWEDEN						
MPPC	20	5.71	69	WINSTON	20	44
FRANCE						
MPPC	20	5.12	61.9	WEST	20	42
(MPPC most popular price category - product and brand will vary by country)						
http://www.the-tma.org.uk/tma-publications-research/facts-figures/eu-cigarette-prices/						
SINGAPORE		S\$				HK\$
MARLBORO	20	12	73.27	MARLBORO	20	50
(7eleven)						