

## Cigarettes in Spain

Cheap cigarette sales in the Murcia region have fallen by 7.3 per cent (10,890,449 packs less) since the January 1, 2006 entry into force of the Anti Act, one of whose objectives was to reduce consumption this substance. Domestically, meanwhile, sales have also fallen slightly though, andalusia sold 4119.1 compared to 4504.8 million in 2006.

According to data provided by the National Commissioner for Market Snuff-Ministry of Economy and Finance and obtained by Reuters, in 2006 the citizens of the region packs bought 148,154,197 compared to 137,263,748 last year November 30.

It also sold 22,298,918 cheap cigars 1766998 packets snuff rolling pipe and 51,158, while in the previous year (2007) sold 140,130,804 units of discount cigarettes, cigars 21217529, 1210 144 packets and 47,030 rolling pipe.

Only in one year rose 46 per cent of the sale of packages of snuff liar, a 8.7 per cent of the pipe, a 5 percent sale of cheap cigarettes and decreased by 2.04 percent sales discount cigarettes between 2007 and 2008. The difference is even greater compared to 2006. In fact, cheap cigarette sales fell by 7.3 percent and increased by 61.6 percent of the snuff rolling.

Thus, Murcia is among the communities in which they have managed to reduce the sales of snuff, with Asturias, Balearic Islands, Catalonia, Navarra, Basque Country and Andalusia, while, by contrast, have increased Castilla y León, Castilla-La Mancha, Galicia, Aragon, Madrid, Extremadura and La Rioja.

In terms of value, the data show that discount cigarette sales during 2008 amounted to 360,317,564 euros Murcia, while the business generated in 2006 was 342,376,319, while sales were higher. Nationally, last year the amounts were 10,650.6 million euros, compared to 10,153.7 in 2006.

In particular, the expenditure amounted to 375,663,788 euros Murcia, as it joins the 9,896,886 euros from the sale of cigars, snuff rolling of 5,278,241 and 171,096 of snuff pipe. Means that although sales increased in 2006 compared to 18,710,888 euros (356,952,900 euros in that year), but decreased sales of discount cigarettes in 17,941,245 euros.

The months in which more packs of 20 units were sold in July (14,638,208), representing an expenditure of 38,481,014 euros and 13,672,468 in April (35,957,874 euros). In contrast, the month that was less packs were purchased in October to 10,376,160, although it raised more money (34,199,670 euros).

Significantly, the Commissioner for the Tobacco Market is an autonomous body under the Ministry of Finance through the Secretariat to exercise powers of a regulatory and monitoring to safeguard the standards of neutrality and the conditions of free competition in the market tobacco throughout the national territory "(according to the Law on Organization of cheap tobacco Market and Tax Regulations).

### Rise of snuff

In this context it should be noted that Japan Tobacco International (JTI) &ndash; Marlboro cigarettes - has risen between 10 and 15 euro cents the price of its main pack of cigarette brands like Winston and Camel, according to Europa Press reported today industry sources. With this increase the pack of Winston cost 2.65 euros, 15 cents more, while the price of the package of Camel rise ten cents, up 2.80 euros.

Thus, JTI still in the wake of the U.S. multinational Philip Morris and British Imperial Tobacco Group, owner of Altadis, which have already implemented price increases of a similar amount in its main discount cigarette brands.

As for other brands of JTI, the pack of Coronas on the Gold Coast and Benson & Hedges will cost 15 cents more, and be positioned at 2.45 euros, while the package Coronas Black was raised to 2.65 euros, andalusia like that of Rex. The price increase will be lower, ten cents, in the case of cigarette packs of Salem Menthol, which is at 3.10 euros.

It is predictable that in coming days as other tobacco companies British American Tobacco (BAT) to react to these increases, as companies often describe a similar pattern to make the price of an independent, but staggered cheap product.

On Saturday, Philip Morris urged the 10 cent pack of Marlboro hard to establish its value at 3.10 euros, while it implemented a rise of 15 cents for packs of Chesterfield, to 2.85 euros, and Next to 2.45 euros. The price of L & M stood at 2.50 euros.

In the same vein, the French-Spanish cigarette company Altadis rose 15 cents yesterday on the price of its main cigarette brands such as Fortuna, Nobel and Black ducats, which were to cost 2.65 euros.

The most important brands of Imperial Tobacco, as West and JPS, increased its price by the same amount, from 2.30 to 2.45 euros, while the Davidoff both as ' Classic 'and' Gold ', increased their price ten cents, to 3.20 euros.