

Increasing price

The French-Spanish cigarette company Altadis has increased by 15 cents the price of its main brands of cheap cigarettes, snuff both black and blond, while the biggest brands from Imperial Tobacco, as West, JPS and Marlboro cigarettes increase its price by the same amount, the company reported today.

Thus, with the price increase with effect from today, according to a resolution published in the Official State Bulletin (BOE), packets of cheap cigarette brands Fortuna and Nobel will cost 2.65 euros, compared to previous price of 2.50 euros.

For its part, the price of a pack of black dukedoms also reach 2.65 euros, which also makes 15 cents compared to its previous amount. The blond dukedoms add the same amount, to 2.45 euros per pack.

As far as other brands of tobacco Hispanic gala, the price of a pack of BN is at 2.65 euros, up 15 cents, while the pack of Brooklyn going to cost 2.45 euros, 15 cents more than before.

Another mark of Altadis, Habanos, also raises its price by 15 euro cents, to stand at 2.95 euros. For their part, the packs of JPS and West, trademarks owned by Imperial Tobacco, will cost 2.45 euros from 2.30 euros, whereas the Davidoff both as 'Classic' and 'Gold' raise the price ten cents, to 3.20 euros.

The rise of the leading brands of Altadis and Imperial Tobacco comes just days after the Philip Morris decided to increase between 10 and 15 cents the price of various brands of cigarettes, including Marlboro and Chesterfield.

Specifically, the U.S. multinational has increased 10 cents a package of hard flagship Marlboro brand to establish its value at 3.10 euros, compared with that cost three euros before, while the cost of the package varies and is not soft maintained at three euros.

For its part, the price of Marlboro too long climbs 10 cents and is fixed at 3.20 euros, while the discount Marlboro Pocket Pack, a new version of the mark (with lower cigarette length) that Philip Morris launched in Spanish market last October, rising from 2.50 to 2.65 euros.

Also, the pack of Chesterfield costs 15 cents more, to spend the price of 2.70 euros to a total of 2.85 euros, while the Lark brands, Next and Philip Morris now cost 2.85 euros, 2.45 euros and 2.65 euros respectively, following an increase of 15 cents.

The price of L & M is maintained at 2.50 euros.

According to Europa Press reported industry sources, it is foreseeable that in the coming days to react to these increases cheap tobacco groups.