

Factory made cigarette (FMC) and roll-your own (RYO) tobacco brands and product sizes by market segment and manufacturer, at March 2016

Company	Factory-made cigarettes				Roll-your-own and make-your-own tobacco
	Super-value	Value	Mainstream	Premium	
British American Tobacco Australia	<ul style="list-style-type: none"> • Just Smokes: 22s, 25s, 30s • Rothmans: 25s, 30s, 40s • Rothmans Superkings: 20s 	<ul style="list-style-type: none"> • Holiday: 20s, 22s, 25s, 30s, 50s • Holiday Cool: 40s • Pall Mall: 25s, 30s, 40s • Pall Mall Slims: 23s • Stradbroke: 40s 	<ul style="list-style-type: none"> • Winfield: 20s, 25s, 30s • Winfield Optimum: 25s • Winfield Optimum Crush: 20s • Winfield Menthol Boost: 20s, 25s 	<ul style="list-style-type: none"> • Benson & Hedges: 20s, 25s, 30s • Benson & Hedges Deluxe Kings: 20s • Benson & Hedges Demi Slims: 23s • Cambridge: 30s • Craven A: 25s • Dunhill: 20s; 25s • Dunhill Fine Cut: 20s • Kent: 20s • Rothmans: 25s • Vogue: 20s • Wills: 30s 	<ul style="list-style-type: none"> • Benson & Hedges: 30g • Capstan: 30g, 50g • Holiday: 25g, 30g, 50g • Port Royal: 25g, 30g, 50g • Rothmans: 20g, 25g • Winfield: 20g, 30g, 50g • Winfield Dark Fired: 25g
Imperial Tobacco	<ul style="list-style-type: none"> • JPS: 20s, 26s, 30s, 40s • JPS Nano: 23s • JPS Superkings: 20s • JPS Duo: 20s • JPS Ice: 20s • JPS Players: 26s • Red Fortune Bamboo: 20s 	<ul style="list-style-type: none"> • Horizon: 21s; 30s, 40s, 50s • Horizon 93mm Long: 20s 	<ul style="list-style-type: none"> • Escort: 21s, 26s, 35 	<ul style="list-style-type: none"> • Davidoff: 20s • Peter Stuyvesant: 20s, 25s, 26s • Peter Stuyvesant New York Blend: 20s • Peter Stuyvesant Originals: 20s • Peter Stuyvesant Pop: 26s 	<ul style="list-style-type: none"> • Bank: 50g • Champion: 25g, 50g • Champion Round Midnight: 25g, 40g • Dr Pat: 50g • Drum: 30g, 50g • Escort: 50g • Golden Virginia: 30g • Horizon: 25g, 50g • JPS: 25g • JPS Tubing Tobacco: 25g, 100g • Log Cabin: 50g • Peter Stuyvesant: 30g • Stockman's: 50g • White Ox: 25g, 50g

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Philip Morris Ltd	<ul style="list-style-type: none"> Bond Street: 20s, 25s, 26s, 40s 	<ul style="list-style-type: none"> Choice: 20s, 25s, 40s Choice XL: 20s GT: 40s[^] 	<ul style="list-style-type: none"> Longbeach: 20s, 25s, 30s, 40s Peter Jackson: 20s, 25s, 30s Peter Jackson Hybrid: 25s 	<ul style="list-style-type: none"> Alpine: 25s Marlboro: 20s, 25s Marlboro Ice Blast: 20s, 25s 	<ul style="list-style-type: none"> Bond Street: 25g, 30g Choice: 25g, 50g Choice Tubing Tobacco: 55g, 70g Longbeach: 30g, 55g Marlboro: 30g, 50g
ATA International Pty Ltd	<ul style="list-style-type: none"> Furongwang: 20s Lesser Panda: 20s Yuxi: 20s 				
Jamreen Pty Ltd	<ul style="list-style-type: none"> Smokers Leaf: 20s 				<ul style="list-style-type: none"> Smokers Leaf: 25g, 30g, 50g Smokers Leaf MYO: 25g, 30g, 50g
Patron Group PT Korea Pty Ltd	<ul style="list-style-type: none"> This Plus: 20s[^] 	<ul style="list-style-type: none"> Chunghwa: 20s Bohem: 20s[^] Carnival: 20s[^] Esse: 20s[^] Raison: 20s[^] 		<ul style="list-style-type: none"> Panda: 20s 	
Richland Express†	<ul style="list-style-type: none"> Ashford: 20s, 25s Easy: 20s, 30s Reef: 20s, 25s 	<ul style="list-style-type: none"> Jet Clove: 20s Maya: 23s 	<ul style="list-style-type: none"> Manitou: 20s Manitou Organic: 20s 		<ul style="list-style-type: none"> Harvest: 25g Manitou: 35g Manitou Organic: 35g
Scandinavian Tobacco Group Australia Pty Ltd		<ul style="list-style-type: none"> Smokin Joes: 20s[^] 		<ul style="list-style-type: none"> Djarum: 20s 	
Smokers Supplies			<ul style="list-style-type: none"> Natural American Spirit: 20s[^] 		<ul style="list-style-type: none"> Natural American Spirit: 40g[^]
Trojan Trading Company		<ul style="list-style-type: none"> Sobraine: 20s[^] 	<ul style="list-style-type: none"> Black Devil: 20s[^] Vibes: 20s 	<ul style="list-style-type: none"> Nat Sherman: 20s[^] 	<ul style="list-style-type: none"> Clan: 50g[^] Domingo: 25g[^], 40g[^] Nat Sherman: 56g[^] Orlando: 25g[^], 40g[^]

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Cabrino Pty Ltd; Smokers Supplies				• Gudang Garam: 20s	
Stuart Alexander & Co Pty Ltd; Smokers Supplies					• Old Holborn: 25g, 30g, 50g
China Tobacco; Hubei Industrial Co. Ltd.	• RGD: 20s#	• Huanghelou: 20s#			
Japan Tobacco International; Imported by BATA				• Camel: 25s#	
Shanghai Tobacco Group Co. Ltd.	• Double Happiness: 20s# • GD: 20s#				
CTBAT International Co.	• ShuangXi: 20s#				
Company not listed	• Liqun: 20s	• Classic: 20s^			• Bali Shag: 30g^

Key:

Red text: New product, listed after March 2014.

Grey italics text: Product that was listed at March 2014 that was no longer listed at March 2016;

^ Product still listed but recommended retail price not updated for since last reviewed at March 2014;

† Richland Express brands were not regularly listed in ART before mid-2014, therefore product changes were determined by examining brand information from Richland Express's website⁵

Manufacturer obtained from pack sightings at January 2016.

Sources:

1. NSW Retail Tobacco Traders' Association. Australian Retail Tobacconist, 2014; 90: Jan-Mar.
2. NSW Retail Tobacco Traders' Association. Australian Retail Tobacconist, 2015; 93: Jan-Mar.
3. NSW Retail Tobacco Traders' Association. Australian Retail Tobacconist, 2016; 97: Jan-Mar.
4. NSW Retail Tobacco Traders' Association. *Trademarks*. Australian Retail Tobacconist, 2013; 87(1): Feb-May.
5. Richland Express. National price list; date effective: 01/08/2012; Version: Final. Richland Express, 2012. Viewed 25/07/2012.

Available from: <http://www.tobaccoinustralia.org.au/chapter-10-tobacco-industry/10-6-market-share-and-brand-share>