

## Ranking por Marcas -Cajetillas (20 uds.)-

| Hasta.....<br>MARCAS       | 31-Mar-14<br>Cajetillas (20 uds.) | Precio<br>Medio | 31-Mar-13<br>Cajetillas (20 uds.) | Precio<br>Medio |
|----------------------------|-----------------------------------|-----------------|-----------------------------------|-----------------|
| MARLBORO                   | 13,38%                            | 4,75            | 12,67%                            | 4,64            |
| WINSTON                    | 12,23%                            | 4,33            | 11,73%                            | 4,21            |
| CHESTERFIELD               | 8,87%                             | 4,45            | 8,82%                             | 4,33            |
| FORTUNA                    | 8,09%                             | 4,29            | 8,20%                             | 4,22            |
| CAMEL                      | 6,66%                             | 4,45            | 6,60%                             | 4,32            |
| DUCADOS NEGRO              | 5,49%                             | 4,44            | 5,70%                             | 4,35            |
| LUCKY STRIKE               | 5,42%                             | 4,34            | 5,63%                             | 4,14            |
| L&M                        | 4,81%                             | 4,20            | 4,96%                             | 4,08            |
| NOBEL                      | 4,41%                             | 4,35            | 4,70%                             | 4,26            |
| DUCADOS RUBIO              | 3,38%                             | 4,18            | 3,97%                             | 4,09            |
| BROOKLYN                   | 3,06%                             | 3,95            | 1,00%                             | 3,80            |
| PALL MALL                  | 1,97%                             | 4,13            | 2,37%                             | 4,00            |
| DUCADOS RUBIO BLANDO       | 1,62%                             | 4,10            | 2,24%                             | 4,01            |
| FORTUNA RED LINE           | 1,38%                             | 4,20            | 1,48%                             | 4,11            |
| L&M BLANDO                 | 1,36%                             | 4,10            | 1,43%                             | 3,99            |
| DUCADOS RUBIO 100'S        | 1,03%                             | 4,07            | 1,04%                             | 4,01            |
| MARLBORO POCKET            | 0,91%                             | 4,35            | 0,86%                             | 4,24            |
| LUCKY STRIKE BLANDO        | 0,80%                             | 4,20            | 0,84%                             | 4,06            |
| MARK 1                     | 0,79%                             | 3,95            | 0,70%                             | 3,80            |
| NOBEL STYLE                | 0,70%                             | 4,10            | 0,62%                             | 4,02            |
| JOHN PLAYER SP.            | 0,69%                             | 4,18            | 0,85%                             | 4,08            |
| ELIXYR                     | 0,68%                             | 3,95            | 0,69%                             | 3,85            |
| PALL MALL LARGO 100'S      | 0,61%                             | 4,00            | 0,40%                             | 3,96            |
| GOLD COAST                 | 0,56%                             | 4,20            | 0,67%                             | 4,07            |
| MARLBORO GOLD TOUCH        | 0,51%                             | 4,35            | 0,31%                             | 4,24            |
| BENSON & HEDGES AMERICAN   | 0,49%                             | 3,95            | 0,05%                             | 3,98            |
| CHESTERFIELD NAKED         | 0,48%                             | 4,35            | 0,38%                             | 4,24            |
| PHILIP MORRIS K/S          | 0,45%                             | 4,50            | 0,41%                             | 4,39            |
| WINSTON REDVOLUTION        | 0,42%                             | 4,20            | 0,61%                             | 4,07            |
| BN                         | 0,39%                             | 4,40            | 0,42%                             | 4,31            |
| NOBEL BLANDO               | 0,34%                             | 4,20            | 0,33%                             | 4,11            |
| LUCKY STRIKE CLICK & ROLL  | 0,34%                             | 4,45            | 0,28%                             | 4,31            |
| BULLBRAND                  | 0,32%                             | 3,95            | 0,35%                             | 3,80            |
| R 1                        | 0,30%                             | 4,70            | 0,31%                             | 4,61            |
| CORONAS RUBIO              | 0,28%                             | 4,15            | 0,40%                             | 4,08            |
| HERENCIA                   | 0,26%                             | 4,70            | 0,28%                             | 4,61            |
| AUSTIN                     | 0,24%                             | 3,95            | 0,41%                             | 3,80            |
| KARELIA                    | 0,24%                             | 4,10            | 0,22%                             | 3,95            |
| GAULOISES RUBIO            | 0,23%                             | 4,14            | 0,22%                             | 4,03            |
| MARLBORO CORE FLAVOR       | 0,21%                             | 4,35            | 0,13%                             | 4,24            |
| JOHN PLAYER SP. AM.100'S   | 0,21%                             | 4,07            | 0,26%                             | 4,01            |
| JOHN PLAYER SP. BLACK/BLUE | 0,18%                             | 4,12            | 0,18%                             | 4,03            |
| POPULAR                    | 0,17%                             | 3,95            | 0,20%                             | 3,80            |
| RESTO MARCAS               | 5,04%                             | 4,22            | 6,06%                             | 4,13            |
| <b>Totales</b>             | <b>100,00%</b>                    | <b>4,35</b>     | <b>100,00%</b>                    | <b>4,24</b>     |