

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

| Hasta.....<br>MARCAS      | 28-Feb-15<br>Cajetillas (20 uds.) | Precio<br>Medio | 28-Feb-14<br>Cajetillas (20 uds.) | Precio<br>Medio |
|---------------------------|-----------------------------------|-----------------|-----------------------------------|-----------------|
| MARLBORO                  | 14,18%                            | 4,84            | 13,50%                            | 4,75            |
| WINSTON                   | 12,89%                            | 4,38            | 12,43%                            | 4,33            |
| CHESTERFIELD              | 9,09%                             | 4,54            | 8,97%                             | 4,45            |
| FORTUNA                   | 7,98%                             | 4,34            | 8,05%                             | 4,29            |
| CAMEL                     | 6,89%                             | 4,53            | 6,85%                             | 4,45            |
| DUCADOS NEGRO             | 5,18%                             | 4,52            | 5,60%                             | 4,44            |
| L&M                       | 4,98%                             | 4,27            | 4,78%                             | 4,20            |
| LUCKY STRIKE              | 4,90%                             | 4,42            | 5,45%                             | 4,34            |
| NOBEL                     | 4,30%                             | 4,43            | 4,40%                             | 4,35            |
| DUCADOS RUBIO             | 3,25%                             | 4,25            | 3,37%                             | 4,18            |
| WEST BROOKLYN             | 2,22%                             | 4,02            | 2,52%                             | 3,95            |
| PALL MALL                 | 2,10%                             | 4,15            | 1,93%                             | 4,13            |
| DUCADOS RUBIO 100'S       | 1,54%                             | 4,08            | 1,01%                             | 4,10            |
| DUCADOS RUBIO BLANDO      | 1,34%                             | 4,18            | 1,61%                             | 4,10            |
| FORTUNA RED LINE          | 1,26%                             | 4,28            | 1,36%                             | 4,20            |
| MARK 1                    | 0,89%                             | 3,96            | 0,78%                             | 3,95            |
| MARLBORO POCKET           | 0,87%                             | 4,44            | 0,92%                             | 4,35            |
| LUCKY STRIKE BLANDO       | 0,83%                             | 4,27            | 0,82%                             | 4,20            |
| ELIXYR                    | 0,77%                             | 3,95            | 0,67%                             | 3,95            |
| NOBEL STYLE               | 0,77%                             | 4,18            | 0,69%                             | 4,10            |
| MARLBORO TOUCH AZUL       | 0,71%                             | 4,44            | 0,50%                             | 4,35            |
| JOHN PLAYER SP.           | 0,64%                             | 4,24            | 0,71%                             | 4,17            |
| L&M RED SEMI-RÍGIDO       | 0,62%                             | 4,19            | 0,84%                             | 4,10            |
| PHILIP MORRIS             | 0,54%                             | 4,04            | 0,08%                             | 4,20            |
| BENSON & HEDGES AMERICAN  | 0,50%                             | 4,03            | 0,54%                             | 3,95            |
| PHILIP MORRIS K/S         | 0,49%                             | 4,29            | 0,47%                             | 4,50            |
| L&M BLUE SEMI-RÍGIDO      | 0,49%                             | 4,19            | 0,55%                             | 4,10            |
| CHESTERFIELD SEMI-RÍGIDO  | 0,44%                             | 4,44            | 0,47%                             | 4,35            |
| LUCKY STRIKE CLICK & ROLL | 0,43%                             | 4,50            | 0,33%                             | 4,45            |
| PALL MALL LARGO 100'S     | 0,41%                             | 4,09            | 0,61%                             | 4,00            |
| NOBEL BLANDO              | 0,37%                             | 4,28            | 0,34%                             | 4,20            |
| BN                        | 0,36%                             | 4,48            | 0,39%                             | 4,40            |
| BULLBRAND                 | 0,33%                             | 3,95            | 0,33%                             | 3,95            |
| WINSTON REDVOLUTION       | 0,33%                             | 4,28            | 0,43%                             | 4,20            |
| R 1                       | 0,33%                             | 4,78            | 0,30%                             | 4,70            |
| AUSTIN                    | 0,31%                             | 3,95            | 0,24%                             | 3,95            |
| MARLBORO TOUCH ROJO       | 0,31%                             | 4,44            | 0,21%                             | 4,35            |
| KARELIA                   | 0,25%                             | 4,10            | 0,23%                             | 4,10            |
| HERENCIA                  | 0,24%                             | 4,78            | 0,27%                             | 4,70            |
| JOHN PLAYER SP. AM.100'S  | 0,22%                             | 4,08            | 0,20%                             | 4,10            |
| OMÉ                       | 0,22%                             | 4,10            | 0,16%                             | 4,10            |
| BENSON & HEDGES           | 0,19%                             | 4,46            | 0,10%                             | 4,73            |
| GAULOISES RUBIO           | 0,19%                             | 4,14            | 0,22%                             | 4,14            |
| RESTO MARCAS              | 4,84%                             | 4,26            | 5,76%                             | 4,20            |
| <b>Totales</b>            | <b>100,00%</b>                    | <b>4,42</b>     | <b>100,00%</b>                    | <b>4,35</b>     |