

## Península e Illes Balears

Acumulado Cigarrillos Hasta.....:	AÑO ACTUAL		AÑO AN
	31-Diciembre-2025		31-Diciem
MARCA	Cajet. (20 uds.)	% CAJETILLAS	Cajet. (20 uds.)
MARLBORO	342.659.111	16,354%	342.628.243
CAMEL	247.044.389	11,791%	248.437.421
WINSTON	201.162.104	9,601%	176.524.437
FORTUNA	147.458.836	7,038%	154.624.106
LUCKY STRIKE	145.941.635	6,966%	171.664.115
WEST BROOKLYN	121.069.052	5,778%	111.933.292
CHESTERFIELD	111.196.759	5,307%	119.953.535
WINSTON CLASSIC	105.773.302	5,048%	120.038.176
NOBEL	70.387.332	3,359%	73.493.172
DUCADOS RUBIO	51.230.726	2,445%	48.721.583
DUCADOS NEGRO	46.821.660	2,235%	52.850.539
PHILIP MORRIS K/S	33.968.555	1,621%	34.066.912
L&M	32.419.341	1,547%	37.220.371
NOBEL STYLE	29.804.015	1,422%	30.647.280
JPS_DUCADOS RUBIO	27.666.442	1,320%	28.853.698
MARLBORO TOUCH	27.608.144	1,318%	30.034.374
DUCAL	26.475.727	1,264%	22.394.157
AUSTIN	23.640.265	1,128%	20.032.494
OME	23.349.160	1,114%	23.511.210
ROTHMANS	23.133.915	1,104%	31.012.733
ELIXYR	19.524.562	0,932%	19.677.583
KING	18.795.574	0,897%	12.962.789
MARK 1	12.473.900	0,595%	15.755.330
CORSET	12.214.146	0,583%	9.653.743
MARLBORO POCKET	11.649.964	0,556%	12.767.976
WEST	10.477.038	0,500%	11.840.477
NEWS	9.789.406	0,467%	6.663.565
KARELIA	9.132.560	0,436%	9.462.590
NEWS&CO	8.190.791	0,391%	11.205.232
AMERICAN LEGEND	7.680.800	0,367%	8.609.470
LUCKY STRIKE BLANDO	7.477.262	0,357%	9.705.774
DENIM	6.914.053	0,330%	5.161.578
BULLBRAND	6.334.743	0,302%	6.284.060
GAULOISES RUBIO	5.970.939	0,285%	6.344.139
PARAMOUNT	5.410.063	0,258%	961.541
R 1	5.255.755	0,251%	5.876.187
EXCITE	4.955.445	0,237%	4.951.492
JOHN PLAYER SP.	4.779.150	0,228%	6.964.781
LUCKIES	4.735.604	0,226%	0
JPS	4.691.552	0,224%	2.103.366
BRAVO	4.075.210	0,195%	5.486.860
VOGUE	3.943.401	0,188%	4.319.297
L&M BLUE BLANDO	3.803.782	0,182%	4.167.772
PUEBLO	3.735.430	0,178%	3.803.557
NOBEL BLANDO	3.630.519	0,173%	4.468.502

BN	3.079.674	0,147%	3.373.839
JOHN PLAYER SP. BLACK/BLUE	3.069.745	0,147%	3.402.352
DUCADOS RUBIO BLANDO	2.769.544	0,132%	4.295.375
MANITOU	2.728.153	0,130%	2.485.255
JOHN PLAYER SP. AM.100'S	2.676.096	0,128%	3.143.382
PHILIP MORRIS	2.441.044	0,117%	0
GOLD COAST	2.413.216	0,115%	5.568.384
WINFIELD	2.053.880	0,098%	2.433.350
BENSON & HEDGES	2.031.444	0,097%	2.337.807
HERENCIA	1.994.868	0,095%	2.250.927
CHESTERFIELD BLANDO	1.982.284	0,095%	2.583.649
DAVIDOFF RUBIO	1.937.283	0,092%	1.908.078
SILK CUT	1.901.640	0,091%	2.116.894
PETER STUYVESANT	1.837.373	0,088%	2.041.960
BURTON	1.777.886	0,085%	2.028.657
BIG CHIEF	1.743.660	0,083%	1.644.420
DESERT GOLD	1.597.867	0,076%	1.687.318
ROTHMANS OF LONDON	1.577.027	0,075%	1.836.931
MADEMOISELLE	1.484.030	0,071%	865.713
ALLURE	1.417.506	0,068%	1.437.474
LAMBERT & BUTLER	1.302.894	0,062%	1.458.082
PALL MALL	1.268.400	0,061%	1.655.833
STERLING	1.161.621	0,055%	1.438.748
NOBEL SLIMS	1.118.163	0,053%	1.401.755
APACHE	1.115.704	0,053%	1.683.189
MAYFAIR	956.422	0,046%	1.177.656
HERENCIA PALMERA	930.818	0,044%	887.588
DUNHILL	926.577	0,044%	1.039.286
MADDOX2	892.170	0,043%	1.469.649
CORONAS	881.583	0,042%	976.850
ROYAL CROWN	749.959	0,036%	864.612
RICHMOND	688.071	0,033%	892.934
GITANES	632.390	0,030%	708.295
L&B	607.200	0,029%	763.365
SUPERKINGS	583.069	0,028%	605.846
VERSO	493.812	0,024%	803.390
REDS	418.320	0,020%	0
REDHOUSE	412.524	0,020%	494.659
GAULOISES NEGRO	395.602	0,019%	430.870
BLACK DEVIL	309.914	0,015%	442.022
FRATERNITE	260.279	0,012%	302.296
ESSE	241.015	0,012%	20.277
CHE	235.508	0,011%	215.448
REGAL	222.939	0,011%	245.569
PLAYER'S	215.342	0,010%	329.359
BUSINESS ROYALS	174.720	0,008%	0
LA DEVISE	172.060	0,008%	262.520
MAYA	170.197	0,008%	142.005
EMBASSY	127.788	0,006%	181.791
GEORGE KARELIAS AND SONS	125.290	0,006%	50.970
DUCADOS RUBIO POCKET	109.198	0,005%	774.925
LATINO	98.014	0,005%	108.209

MECANICOS	84.169	0,004%	78.096
EGALITE	82.250	0,004%	91.742
JOHN PLAYER SP.AMERICAN	29.480	0,001%	133.618
SOMBRA	29.254	0,001%	145.930
HORIZON	12.575	0,001%	426.391
COUTURE	2.990	0,000%	15.310
SANTIAGO CATEDRA	0	0,000%	0
BENSON & HEDGES AMERICAN	0	0,000%	-130
YESMOKE	-10	0,000%	132.060
L&M RED BLANDO	-14	0,000%	-257
CAMEL NON FILTER	-22	0,000%	-14
DAVIDOFF	-35	0,000%	-67
REX	-45	0,000%	152.626
NATURAL AMERICAN SPIRIT	-135	0,000%	39.099
FORTUNA POCKET	-439	0,000%	285.618
NATURAL AMERICAN	-551	0,000%	141.202
FORTUNA RED LINE BLANDO	-571	0,000%	1.427.307
FORTUNA RED LINE	-1.222	0,000%	2.041.505
DUCADOS RUBIO 100'S	-2.195	0,000%	1.282.902
Total general	2.095.199.380	100,000%	2.143.502.207
	0	0,000%	0
	0	0,000%	0

## Ceuta y Melilla

Acumulado Cigarrillos Hasta.....:	AÑO ACTUAL		AÑO AN
	31-Diciembre-2025		31-Diciem
MARCA	Cajet. (20 uds.)	% CAJETILLAS	Cajet. (20 uds.)
MARLBORO	2.029.090	27,132%	2.389.914
MARK 1	1.911.970	25,566%	2.411.910
AMERICAN LEGEND	683.100	9,134%	703.160
OME	573.340	7,666%	591.270
CAMEL	449.440	6,010%	476.828
L&M	405.310	5,420%	484.890
CHESTERFIELD	322.560	4,313%	407.510
WINSTON CLASSIC	216.720	2,898%	253.670
FORTUNA	104.650	1,399%	126.920
DUCAL	103.320	1,382%	57.780
DUCADOS NEGRO	94.000	1,257%	115.820
NOBEL	91.100	1,218%	107.410
BRAVO	81.720	1,093%	71.260
KING	81.690	1,092%	61.530
DENIM	76.710	1,026%	49.334
LUCKY STRIKE	74.810	1,000%	85.670
WEST BROOKLYN	54.070	0,723%	64.520
KARELIA	49.020	0,655%	50.460
DUCADOS RUBIO	36.170	0,484%	34.230
CORSET	32.480	0,434%	25.790
HERENCIA	5.540	0,074%	7.310

**Ranking por  
marcas  
(cajetillas)**

<b>TERIOR</b>
<b>enero-2024</b>
<b>% CAJETILLAS</b>
15,985%
11,590%
8,235%
7,214%
8,009%
5,222%
5,596%
5,600%
3,429%
2,273%
2,466%
1,589%
1,736%
1,430%
1,346%
1,401%
1,045%
0,935%
1,097%
1,447%
0,918%
0,605%
0,735%
0,450%
0,596%
0,552%
0,311%
0,441%
0,523%
0,402%
0,453%
0,241%
0,293%
0,296%
0,045%
0,274%
0,231%
0,325%
0,000%
0,098%
0,256%
0,202%
0,194%
0,177%
0,208%

0,157%  
0,159%  
0,200%  
0,116%  
0,147%  
0,000%  
0,260%  
0,114%  
0,109%  
0,105%  
0,121%  
0,089%  
0,099%  
0,095%  
0,095%  
0,077%  
0,079%  
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0,077%  
0,067%  
0,065%  
0,079%  
0,055%  
0,041%  
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0,002%  
0,036%  
0,005%

0,004%
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0,020%
0,001%
0,000%
0,000%
0,006%
0,000%
0,000%
0,000%
0,007%
0,002%
0,013%
0,007%
0,067%
0,095%
0,060%
100,000%
0,000%
0,000%

**Ranking por  
marcas  
(cajetillas)**

<b>TERIOR</b>
<b>ubre-2024</b>
<b>% CAJETILLAS</b>
27,864%
28,120%
8,198%
6,894%
5,559%
5,653%
4,751%
2,957%
1,480%
0,674%
1,350%
1,252%
0,831%
0,717%
0,575%
0,999%
0,752%
0,588%
0,399%
0,301%
0,085%