

Witness	Question	Hansard reference
Sir Ronnie Flanagan	<p>CHAIR: Can you tell us what the approximate average retail price is in the Emirates for a packet of cigarettes?</p> <p>Sir Ronnie Flanagan: I am not certain at the moment. But, just as you see globally where you have increased excise, there is a trend within the legitimate market that people downsize, if you like, as a first step. People who want to save money graduate downwards in the chain within the legitimate market and then they migrate to the illegitimate market. If they find that even that purchase at the lower end of the legitimate market is too expensive for them, they then migrate into that illegitimate market. I can get you the exact average price, but I would not want to mislead you by just giving you a figure off the top of my head. After this interview, if I may, I will ring the secretariat back to tell them exactly what the average price is within the UAE.</p>	Page 37

Premium Segment	
Brands	Retail Price / Pack AED
Dunhill fine Cut	11
Dunhill KS	10
Marlboro KS	10
Parliament	11
Davidoff	10
Mid-Range Segment	
Brands	Retail Price / Pack AED
B&H	8
Vogue	9
Merit	9
Camel	9
Esse Blue	8
Value for Money (VFM) Segment	
Brands	Retail Price / Pack AED
Rothmans	6
Lucky Strike	6
L&M	7
Winston	7
Gitanes	6
Low-price Segment	
Brands	Retail Price / Pack AED
JPGL	5.5
Navy Cut	4
Morven	3.5
Chesterfield	3.5
Gold Coast	3.5
L.D	3
Wills	4.5
Scissors	3.5
Pine	3.5
Bon	2
Three Stars	2
Cleopatra	2
Speed	1.5
Top Mountain	1
Swift	1.5
Mustang	1.5
Denim	1.5