

**Daily retail prices of cigarettes in selected retail establishments in the National Capital Region (NCR),  
by Brand Name/Variant, (PHP/pack)**

**Date Monitored: March 16, 2025**

| BRAND NAME/VARIANT |   | SPECIFICATIONS       | MARCH 16, 2025 (SUNDAY) |        |            |         |
|--------------------|---|----------------------|-------------------------|--------|------------|---------|
|                    |   |                      | RETAIL PRICE (PHP/pack) |        |            |         |
|                    |   |                      | Highest                 | Lowest | Prevailing | Average |
| 1                  | Marlboro, Red   | (20 sticks per pack) | 180.00                  | 165.00 | 172.50     | 172.50  |
| 2                  | Marlboro, Menthol   | (20 sticks per pack) | 180.00                  | 180.00 | 180.00     | 180.00  |
| 3                  | Chesterfield, Red   | (20 sticks per pack) | 140.00                  | 140.00 | 140.00     | 140.00  |
| 4                  | Chesterfield, Green   | (20 sticks per pack) | 140.00                  | 140.00 | 140.00     | 140.00  |
| 5                  | Chesterfield, Blue  | (20 sticks per pack) | 140.00                  | 140.00 | 140.00     | 140.00  |
| 6                  | Fortune   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 7                  | Philip  | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 8                  | RGD   | (20 sticks per pack) | 125.00                  | 125.00 | 125.00     | 125.00  |
| 9                  | Huangon   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 10                 | Winston   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 11                 | Mevius  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 12                 | Camel   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 13                 | Bohem   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 14                 | Mighty  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 15                 | Esse  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 16                 | Fortune, International Extra Menthol                                  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 17                 | Marlboro, Lights KS   | (20 sticks per pack) | 180.00                  | 180.00 | 180.00     | 180.00  |
| 18                 | Marlboro, White   | (20 sticks per pack) | 155.00                  | 155.00 | 155.00     | 155.00  |
| 19                 | Marlboro, Black Menthol   | (20 sticks per pack) | 180.00                  | 155.00 | 155.00     | 162.50  |
| 20                 | Marlboro, Gold  | (20 sticks per pack) | 180.00                  | 180.00 | 180.00     | 180.00  |
| 21                 | Huanghelou  | (20 sticks per pack) | 185.00                  | 185.00 | 185.00     | 185.00  |
| 22                 | Chungwa   | (20 sticks per pack) | 365.00                  | 365.00 | 365.00     | 365.00  |
| 23                 | Septwolves  | (20 sticks per pack) | 211.00                  | 211.00 | 211.00     | 211.00  |
| 24                 | Chesterfield, Menthol 100s - Flip Top Box                             | (20 sticks per pack) | 179.00                  | 140.00 | 140.00     | 153.00  |
| 25                 | Chesterfield, Original - KS Flip Top Box                              | (20 sticks per pack) | 140.00                  | 140.00 | 140.00     | 140.00  |
| 26                 | FORTUNE INTERNATIONAL ORIGINAL (KS Round Corner Box) with pack insert | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |

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|                    |  |                      | RETAIL PRICE (PHP/pack) |        |            |         |
|                    |  |                      | Highest                 | Lowest | Prevailing | Average |
| 27                 | Philip Morris Menthol 100s- Flip Top Box                         | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 28                 | Mevius Sky Blue  | (20 sticks per pack) | 224.00                  | 150.00 | 224.00     | 204.40  |
| 29                 | Mevius Wind Blue   | (20 sticks per pack) | 224.00                  | 150.00 | 224.00     | 204.40  |
| 30                 | Winston Red  | (20 sticks per pack) | 190.00                  | 183.00 | 183.00     | 185.33  |
| 31                 | Camel (Yellow) Crush Proof Box 20's                              | (20 sticks per pack) | 145.00                  | 142.00 | 145.00     | 144.00  |
| 32                 | Winston (Blue) Crush Proof Box 10's                              | (10 sticks per pack) | 91.00                   | 91.00  | 91.00      | 91.00   |
| 33                 | Winston (Red) Crush Proof Box 10's                               | (10 sticks per pack) | 91.00                   | 91.00  | 91.00      | 91.00   |
| 34                 | Winston (Red) Round Corner Box 20's                              | (20 sticks per pack) | 190.00                  | 183.00 | 183.00     | 185.33  |
| 35                 | Esse Green   | (20 sticks per pack) | 175.00                  | 175.00 | 175.00     | 175.00  |
| 36                 | MARLBORO CRAFTED RED (KS Flip Top Box)<br>Limited Edition Design | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 37                 | Esse, Menthol  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 38                 | Esse Pop   | (20 sticks per pack) | 179.00                  | 179.00 | 179.00     | 179.00  |
| 39                 | Marlboro, Ice Blast Mega   | (20 sticks per pack) | 180.00                  | 160.00 | 170.00     | 170.00  |
| 40                 | Marlboro, Crafted Ice  | (20 sticks per pack) | 165.00                  | 149.00 | 157.00     | 157.00  |
| 41                 | Fortune Menthol  | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 42                 | Fortune, Blue  | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 43                 | Winston, Caster  | (20 sticks per pack) | 190.00                  | 190.00 | 190.00     | 190.00  |
| 44                 | Winston, Mint Bust Max   | (20 sticks per pack) | 190.00                  | 190.00 | 190.00     | 190.00  |
| 45                 | Mevius, Original Blue  | (20 sticks per pack) | 224.00                  | 150.00 | 224.00     | 200.50  |
| 46                 | Mevius, Kiwami   | (20 sticks per pack) | 224.00                  | 150.00 | 187.00     | 187.00  |
| 47                 | Camel, Lights  | (20 sticks per pack) | 145.00                  | 145.00 | 145.00     | 145.00  |
| 48                 | Camel, Blue  | (20 sticks per pack) | 160.00                  | 142.00 | 151.00     | 151.00  |
| 49                 | Camel, Active Max  | (20 sticks per pack) | 145.00                  | 145.00 | 145.00     | 145.00  |
| 50                 | Mighty, Max Cool   | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 51                 | Mighty, Red  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 52                 | Esse, Blue   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 53                 | Esse, Himalaya   | (20 sticks per pack) | 179.00                  | 179.00 | 179.00     | 179.00  |
| 54                 | Esse, Lights   | (20 sticks per pack) | 175.00                  | 175.00 | 175.00     | 175.00  |
| 55                 | Esse, Pop Yellow Wave  | (20 sticks per pack) | 179.00                  | 179.00 | 179.00     | 179.00  |
| 56                 | Terra, Bronze  | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |

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|                    |   |                      | Highest                 | Lowest | Prevailing | Average |
| 57                 | Terea, Green  | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 58                 | Terea, Purple   | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 59                 | Terea, Oasis Pearl  | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 60                 | Terra, Amber  | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 61                 | Terea, Yellow   | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 62                 | Terea, Blue   | (20 sticks per pack) | 150.00                  | 150.00 | 150.00     | 150.00  |
| 63                 | Huanghelou Soft Blue  | (20 sticks per pack) | 185.00                  | 185.00 | 185.00     | 185.00  |
| 64                 | Chesterfield Remix Cool 100s - Flip Top Box                 | (20 sticks per pack) | 140.00                  | 140.00 | 140.00     | 140.00  |
| 65                 | Fortune, Tribal Blue  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 66                 | Winston, Blue   | (20 sticks per pack) | 183.00                  | 105.00 | 183.00     | 157.00  |
| 67                 | Mighty, Green   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 68                 | Mighty, Red   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 69                 | Esse, Green   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 70                 | Esse, Ice Wave  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 71                 | Terea, Wave   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 72                 | Huanghelou  | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 73                 | Mevius LBS Yellow (Super Slims Front Round Corner Box) 20s) | (20 sticks per pack) | 225.00                  | 225.00 | 225.00     | 225.00  |
| 74                 | Mighty Menthol (Round Corner Box)                           | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 75                 | Mighty Menthol 100s (Soft Pack) 20's                        | (20 sticks per pack) | 91.00                   | 91.00  | 91.00      | 91.00   |
| 76                 | Winston Original Red (Round Corner Box) 10's                | (20 sticks per pack) | 91.00                   | 91.00  | 91.00      | 91.00   |
| 77                 | Winston Original Red (Round Corner Box) 20's                | (20 sticks per pack) | 183.00                  | 183.00 | 183.00     | 183.00  |
| 78                 | Chesterfield Remix Summer 100s - Flip Top Box               | (20 sticks per pack) | 179.00                  | 140.00 | 159.50     | 159.50  |
| 79                 | Marlboro Crafted Gold- KS Flip Top Box                      | (20 sticks per pack) | 158.00                  | 158.00 | 158.00     | 158.00  |
| 80                 | Marlboro Red 400s (2 Ctns.) in Two Reams                    | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 81                 | Marlboro, Menthol Blue                                      | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 82                 | Marlboro, Black   | (20 sticks per pack) | n/a                     | n/a    | n/a        | n/a     |
| 83                 | Fortune, Red  | (20 sticks per pack) | 165.00                  | 165.00 | 165.00     | 165.00  |
| 84                 | RGD, Red  | (20 sticks per pack) | 125.00                  | 125.00 | 125.00     | 125.00  |
| 85                 | Sense Pop   | (20 sticks per pack) | 139.00                  | 139.00 | 139.00     | 139.00  |
| 86                 | Concord   | (20 sticks per pack) | 129.00                  | 129.00 | 129.00     | 129.00  |

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|                    |   |                      | Highest                 | Lowest | Prevailing | Average |
| 87                 | Mighty Menthol 100's (Hard Pack) 20's   | (20 sticks per pack) | 170.75                  | 170.75 | 170.75     | 170.75  |
| 88                 | Winston Legend Blue (Round Corner Box) 20's   | (20 sticks per pack) | 190.00                  | 190.00 | 190.00     | 190.00  |
| 89                 | WINSTON PURPLE FROST (Round Corner Box 20s)   | (20 sticks per pack) | 190.00                  | 190.00 | 190.00     | 190.00  |
| 90                 | Marlboro Crafted Red KS Flip Top Box  | (20 sticks per pack) | 149.00                  | 149.00 | 149.00     | 149.00  |
| 91                 | Marlboro Fusion Purple - KS Flip Top Box  | (20 sticks per pack) | 160.00                  | 160.00 | 160.00     | 160.00  |
| 92                 | Winnsboro Filter King   | (20 sticks per pack) | 210.00                  | 149.00 | 179.50     | 179.50  |
| 93                 | MIGHTY MENTHOL 100's MAX COOL (Crush Proof Box) 20's Limited Edition Design (LED) "PINOY" | (20 sticks per pack) | 185.00                  | 160.00 | 172.50     | 172.50  |
| 94                 | CHESTERFIELD ORIGINAL REMIX (KS Flip Top Box 20's)  | (20 sticks per pack) | 179.00                  | 149.00 | 164.00     | 164.00  |

Source: DA Agribusiness and Marketing Assistance Service

Note(s):

n/a – not available/sold in the establishment

Establishment(s) covered in the monitoring:

1. 7-Eleven Muñoz Roosevelt Ave., Cor. EDSA, Quezon City
2. Robinsons Supermarket Regalado Ave., West Fairview, Quezon City
3. Uncle John's Convenience Store Muñoz Roosevelt Ave., Cor. EDSA, Quezon City
4. 7-Eleven GF SOGO Corporate Bldg., Pinatubo St., Cubao, Quezon City
5. 7-Eleven 635 M. Naval Street, cor C4 Road, Bagumbayan North, Navotas City
6. 7-Eleven 370 Lapu-lapu Ave., Cor. North Bay Blvd., South, Tanza, Navotas City