

A Guide to Popular Cigarette Brands in Australia

Understanding the Landscape of Cigarette Brands

For anyone who smokes or works in tobacco retail, knowing the range of popular cigarette brands is more than just trivia, it is practical knowledge. Walk into any tobacconist or browse an online retailer like Cigarette Online Group, and you will see shelves lined with names that have been around for decades. Some are international icons, while others have deep roots in the Australian market. The choices can be overwhelming, especially if you are trying to find something reliable or are curious about what other smokers reach for.

I have spent years behind the counter and talking with customers, and I can tell you that preferences often come down to habit, taste, and availability. Smokers tend to stick with what they know, but they also like to explore now and then. That is why understanding the most common options helps both the buyer and the seller. In this article, we will walk through the main players in the cigarette world, from classic full-flavour smokes to lighter alternatives and even rolling tobacco. I will share some observations from real conversations, not just product descriptions.

The Heavy Hitters: Marlboro, Winfield, and Camel

Marlboro is probably the most recognised name in tobacco globally. In Australia, it remains a top seller, particularly the Marlboro Red and Marlboro Gold lines. The Red is a full-flavoured, bold smoke that has a loyal following among those who want a strong, consistent hit. The Gold is milder, with a smoother draw that appeals to people who find the Red too heavy. I have had customers tell me they started on Marlboro because of its reputation and never felt the need to switch.

Winfield is the Australian classic. It has been around since the 1970s and is often the first brand younger smokers try. Winfield Blue and Winfield Red are the most common variants. The Blue is a mid-strength cigarette that balances flavour and smoothness well, while the Red is stronger. Winfield also produces a Sky Blue variant, which is even lighter. What sets Winfield apart is its familiarity, it is the brand your father or uncle probably smoked, and that sense of tradition matters.

Camel is another global giant, known for its distinct flavour profile. Camel cigarettes use a blend that includes Turkish tobacco, which gives them a slightly sweeter, more aromatic taste compared to the Virginian blends dominant in brands like Marlboro. Camel Blue and Camel Yellow are the most widely available. Smokers who enjoy a bit of character in their smoke often gravitate toward Camel. I have heard people describe it as "spicier" or "more interesting" than standard fare.

Australian Favourites: Peter Jackson, Longbeach, and Horizon

Peter Jackson is a brand that has been around for decades and still holds a strong place in the market. It is known for being affordable without sacrificing quality. Peter Jackson cigarettes come in several strengths, from the mild Peter Jackson Gold to the stronger Peter Jackson Red. Many smokers on a budget choose Peter Jackson because it is cheaper than Marlboro or Winfield but still delivers a satisfying smoke. I have seen plenty of people switch to Peter Jackson when they want to cut costs without going to a generic brand.

Longbeach is another Australian staple, produced by Philip Morris. It is generally positioned as a value brand, but it has a distinct taste that some smokers prefer. Longbeach Original and Longbeach Smooth are the two main variants. The Original is a full-strength smoke, while the Smooth is lighter. Longbeach often gets overlooked in favour of flashier names, but it has a dedicated following. I have had customers say they like it because it is "no-nonsense", it tastes like tobacco should, without any frills.

Horizon is a newer entry compared to the others, but it has carved out a niche. Horizon cigarettes are marketed as having a smoother draw and a more refined taste. They come in Horizon Blue and Horizon Gold. The brand appeals to smokers who want something a bit more premium but do not want to pay Davidoff prices. Horizon is not as widely available as Winfield or Marlboro, but it is gaining traction in online retail.

Premium Choices: Davidoff, Dunhill, and Benson & Hedges

Davidoff is the luxury end of the spectrum. Davidoff cigarettes are made with high-quality tobacco blends and are known for their smoothness and complex flavours. Davidoff Classic and Davidoff Gold are the most common. They are expensive, but they are often bought as a treat or for special occasions. I have had customers buy a pack of Davidoff before a night out or as a gift for a fellow smoker. The packaging is understated and elegant, which adds to the appeal.

Dunhill is another premium brand, with a long history dating back to the early 1900s. Dunhill cigarettes are known for their rich, full flavour. Dunhill Red and Dunhill Blue are the main variants. The Red is a strong, robust smoke, while the Blue is milder but still flavourful. Dunhill has a reputation for consistency, every pack tastes the same as the last. That reliability is why some smokers never switch.

Benson & Hedges is a brand that straddles the line between premium and mainstream. It is often associated with a slightly more refined smoking experience. Benson & Hedges Gold and Benson & Hedges Silver are the most popular. The Gold is a medium-strength cigarette with a

smooth finish, while the Silver is lighter. Benson & Hedges is particularly popular among older smokers who have been loyal to the brand for decades.

Rolling Tobacco: Drum, American Spirit, and More

Rolling tobacco has seen a resurgence in recent years, partly driven by cost savings and partly by the ritual of rolling your own. Drum tobacco is the most well-known brand in this category. It is a Dutch brand with a strong, rich flavour that works well in hand-rolled cigarettes. Drum comes in two main variants: Drum Original (blue) and Drum Bright Blue (milder). Many smokers who roll their own swear by Drum because it is consistent and burns evenly.

American Spirit is another popular rolling tobacco, known for its additive-free marketing and natural tobacco blends. American Spirit offers several varieties, including a yellow pouch (mild), a blue pouch (full-bodied), and a green pouch (menthol). The brand appeals to smokers who are health-conscious within the limits of smoking, though I should note that no tobacco product is truly safe. Still, the perception of purity matters to many people.

Other rolling tobacco brands worth mentioning include Winfield rolling tobacco and Longbeach rolling tobacco. These are basically the loose-leaf versions of the [popular cigarette brands](#) I discussed earlier. They offer the same flavour profiles but in a form that allows you to control the size and strength of each cigarette.

Accessories: Cigarette Tubes, Filter Tips, and Papers

If you roll your own cigarettes, you will need the right tools. Cigarette tubes are pre-rolled paper tubes that you fill with tobacco using a simple machine. They come in different lengths and filter types. Some smokers prefer tubes because they are faster than rolling by hand. Popular brands include Zig-Zag and Rizla, though there are also generic options.

Filter tips are essential for most roll-your-own smokers. They come in various sizes, from 8mm to 12mm in length. The longer the filter, the cooler the smoke, but also the less tobacco you get in each cigarette. I have seen people experiment with different filter lengths to find their sweet spot. Filter tips are cheap, so it is worth trying a few sizes.

Cigarette papers are another key accessory. Papers come in different materials, rice, hemp, or wood pulp, and different thicknesses. Thin papers burn slower and give a cleaner taste, while thicker papers are easier to handle. I always recommend starting with standard Rizla or Zig-Zag papers and then branching out once you know what you like.

Other Notable Brands: Rothmans, Pall Mall, Escort, Bond Street, and Lucky Strike

Rothmans is a classic name that has been around since the early 1900s. It is known for its smooth, mild flavour. Rothmans Blue is the most common variant. It is not as popular as it once was, but it still has a loyal following.

Pall Mall is another heritage brand, originally from the UK. It is known for its full-flavour cigarettes. Pall Mall Red is the standard, but they also offer a lighter version. Pall Mall is often cheaper than premium brands, making it a budget-friendly choice.

Escort is a brand that is more common in Europe but has some presence in Australia through specialty retailers. It is a budget brand with a straightforward taste. Similarly, Bond Street is a British brand that is available in some shops. It has a distinct, slightly sweet flavour that some smokers enjoy.

Lucky Strike is an American icon, known for its toasted tobacco process. Lucky Strike cigarettes have a unique flavour that is hard to describe, it is smoky and slightly sweet. The brand has a vintage appeal that attracts smokers who want something different from the mainstream.

Final Thoughts on Choosing

When you are looking at popular cigarette brands, the best advice I can give is to try a few and see what sticks. Taste is subjective, and what one person loves, another may hate. I always tell customers to start with a mid-strength brand like Winfield Blue or Peter Jackson Gold and then explore from there. If you want something stronger, go for Marlboro Red or Dunhill Red. If you want something lighter, try Marlboro Gold or Benson & Hedges Silver.

For rolling tobacco, Drum is a solid starting point. If you want a more natural taste, American Spirit is worth the extra cost. And do not forget the accessories, good filter tips and papers can make a big difference in your smoking experience.

Ultimately, the market is full of choices, and that is a good thing. Whether you are a long-time smoker or just starting, there is a brand out there that will suit your preferences. The key is to buy from a reliable source that keeps their stock fresh, because stale cigarettes ruin even the best brand.