

Finding Cheap Cigarettes in Australia: Tips on Brands, Pricing, and Online Ordering

For anyone who smokes regularly in Australia, the cost of a pack has become a serious line item in the weekly budget. Between the high Australian tobacco tax and regular price increases, choosing what to smoke is no longer just about taste, it is about value. The search for cheap cigarettes has become a common conversation among smokers, and for good reason. With the right knowledge, you can make your money go further without switching to something you do not enjoy.

In this article I want to share what I have learned over years of watching the market, talking to tobacconists, and comparing prices across different products. There is no magic trick to avoiding the tax, but there are practical ways to keep your smoking costs manageable. Whether you prefer ready-made smokes or roll-your-own tobacco, understanding the landscape of cigarette prices Australia can save you a surprising amount over a month.

Why Cigarette Prices Are So High in Australia

Australia has some of the most expensive tobacco in the world. The Australian tobacco tax structure is aggressive, and the government regularly increases excise to discourage smoking. On top of that, plain packaging laws and restrictions on advertising have made it harder for brands to differentiate themselves, which in theory should drive competition on price. In practice, the market has consolidated around a handful of major players, and the price floor stays high.

That said, not all cigarettes cost the same. Some brands are positioned as premium products, while others are explicitly marketed as more affordable options. The difference between the most and least expensive brands can be several dollars per pack, and over a carton that gap widens significantly.

Brands That Offer Better Value

When people talk about [cheap cigarettes](#) in Australia, they usually mean brands like Horizon, Longbeach, and Champion Ruby. These are not low-quality products, they are simply priced to compete in a market where every dollar counts. Horizon, for instance, is a no-frills brand that delivers a consistent smoke without the premium price tag. Longbeach has been around for decades and is a reliable choice for smokers who want a straightforward cigarette.

Champion Ruby is worth a special mention. It is a brand that has built a loyal following among smokers who want a strong, full-flavoured cigarette at a lower price point. It is often compared

to more expensive options like Winfield or Peter Jackson, but at a fraction of the cost. Speaking of Winfield and Peter Jackson, both are mid-range brands that occasionally go on special, especially when you buy in bulk. A carton of Winfield or Peter Jackson can work out cheaper per pack than buying singles.

Marlboro and Benson & Hedges sit at the premium end. If you are looking for cheap cigarettes, you will probably skip these unless you find a deal on cigarette cartons. Rothmans sits somewhere in the middle, not the cheapest, but not as expensive as the top-tier names.

Buying in Bulk: Cigarette Cartons and Tobacco Variety Packs

One of the simplest ways to reduce your per-cigarette cost is to buy by the carton. A cigarette carton usually contains ten packs, and the unit price per pack is almost always lower than buying individual packs. Many smokers I know order online specifically to get cartons at a better rate. The savings are not huge compared to the total spend, but over a month they add up to the price of an extra carton or two.

Some online stores also offer tobacco variety packs, which bundle different brands or blends in one order. These are useful if you want to try a few options without committing to a full carton of something you might not like. They can also be a way to get a mixed order at a reduced price per stick, especially when you factor in the convenience of cigarette delivery Australia.

Roll-Your-Own Tobacco: A Legitimate Way to Save

If you are serious about cutting costs, roll-your-own tobacco is hard to beat. A pouch of rolling tobacco can produce the equivalent of several packs of factory-made cigarettes for a fraction of the price. Brands like Champion Ruby and Horizon also offer rolling tobacco, and there are dedicated roll-your-own products that are specifically blended for hand-rolling.

The upfront cost of a rolling machine and papers is minimal, and the long-term savings are substantial. Many smokers who switch to roll-your-own find that they can stretch their tobacco budget by a third or more. The trade-off is the time and effort of rolling, but for some people that becomes part of the ritual. It is also worth noting that roll-your-own tobacco is subject to the same Australian tobacco tax as factory-made cigarettes, so the price advantage comes from the fact that you are not paying for the manufacturing and packaging of individual sticks.

Duty-Free Cigarettes and the Legal Reality

Another topic that comes up in discussions about cheap cigarettes is duty-free cigarettes. If you travel internationally, you can bring a limited quantity of duty-free tobacco back into Australia. The duty-free allowance is currently 25 cigarettes or 25 grams of tobacco per person, but this is subject to change and varies if you are arriving from certain countries.

Some people try to buy duty-free cigarettes from unofficial sources or have friends bring them back. I would caution against relying on that as a regular method. The Australian Border Force is strict about tobacco importation, and the penalties for exceeding the allowance or for smuggling are severe. It is simply not worth the risk. If you are looking for cheap cigarettes, your best bet is to find the best price within the legal domestic market.

Online Ordering: Convenience and Price Comparison

Cigarette online ordering has become a popular way to buy tobacco in Australia. A tobacco shop Australia that operates online can offer competitive pricing because they have lower overheads than a physical store. They also tend to stock a wider range of brands, including the budget-friendly options I mentioned earlier.

When you order online, you can easily compare the price of a carton of Winfield against a carton of Horizon, or see how much a pouch of roll-your-own tobacco costs versus a carton of ready-mades. Some sites even let you filter by price or brand, making it simple to find the cheapest option for your preferred smoke. Cigarette delivery Australia is usually fast and discreet, and many sites offer free shipping on orders over a certain amount.

One thing to keep in mind is that you need to be 18 or over to order, and you will have to verify your age on delivery. That is standard for all nicotine products in Australia. Also, because of the high Australian tobacco tax, do not expect prices to be dramatically lower than a shop, but the convenience and the ability to buy in bulk without leaving your house is a real benefit.

Comparing Prices Across Brands: A Quick Guide

Here is a rough idea of where different brands tend to sit on the price spectrum. Prices vary by store and by state, so this is meant as a general guide, not a fixed list.

- Budget brands: Horizon, Longbeach, Champion Ruby, these are consistently the most affordable options.
- Mid-range brands: Winfield, Peter Jackson, Rothmans, slightly more expensive but often on special.
- Premium brands: Marlboro, Benson & Hedges, the highest price point, but some smokers prefer the taste and quality.

If you are open to trying new things, you can save a lot by switching from a premium brand to a budget one. The difference in taste is real, but it is not as big as the price difference might suggest. Many smokers who make the switch find they adjust within a week or two.

Final Thoughts on Stretching Your Tobacco Budget

Finding cheap cigarettes in Australia is not about getting a bargain, it is about making smart choices. Choose a brand that delivers the experience you want at a price you can sustain. Buy in bulk when you can, and consider switching to roll-your-own if you are really feeling the pinch. Keep an eye on online retailers for specials on cigarette cartons or tobacco variety packs. And always buy legally, because the risks of dodging the system are not worth it.

At the end of the day, the best cheap cigarette is the one that fits your budget without making you feel like you are settling. With a little research and a willingness to try different options, you can keep smoking without breaking the bank.