

Last updated on April 2, 2025

Sales Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011
OPM Shipments as reported to MSAI (RYO @ 0.0325 ounces per cigarette conversion rate)	409,019,000,000	402,662,000,000	384,228,000,000	365,247,000,000	344,661,000,000	339,113,000,000	332,065,000,000	327,123,000,000	312,411,000,000	300,161,000,000	269,095,000,000	258,440,000,000	250,461,000,000
Total Net Market (RYO @ 0.09 ounces per cigarette conversion rate)	439,104,683,165	432,884,736,186	426,345,539,684	414,200,916,829	399,934,319,650	400,223,640,239	384,765,767,939	385,710,687,070	365,875,437,405	350,711,392,750	321,179,875,364	302,456,386,931	294,483,922,194
Total Net Market (RYO @ 0.0325 ounces per cigarette conversion rate)	441,690,449,772	435,946,870,477	429,357,279,677	417,863,956,118	404,070,872,403	404,439,437,545	390,250,461,641	391,256,200,479	371,832,985,002	357,738,164,976	325,225,880,615	304,546,705,250	296,158,992,142

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Sales Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
OPM Shipments as reported to MSAI (RYO @ 0.0325 ounces per cigarette conversion rate)	245,486,000,000	234,841,000,000	226,553,000,000	226,214,000,000	220,818,000,000	209,584,000,000	197,132,000,000	183,169,000,000	183,085,000,000	170,974,000,000	150,853,000,000	134,990,000,000	121,266,000,000
Total Net Market (RYO @ 0.09 ounces per cigarette conversion rate)	289,088,235,127	275,235,700,185	265,108,163,632	270,283,185,829	259,087,768,207	247,628,528,616	235,743,295,914	223,884,544,361	229,085,372,883	216,265,550,129	194,504,558,276	177,653,471,885	165,461,647,696
Total Net Market (RYO @ 0.0325 ounces per cigarette conversion rate)	290,520,339,838	276,423,111,631	266,121,778,428	271,451,771,088	260,077,611,776	248,466,305,779	236,399,717,329	224,511,513,825	229,690,957,103	217,121,453,965	195,695,502,836	178,522,821,559	166,452,942,074