

Last updated on April 13, 2022

Sales Year	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010
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
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
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

Last updated on April 13, 2022

Sales Year	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
OPM Shipments as reported to MSAI (RYO @ 0.0325 ounces per cigarette conversion rate)	250,461,000,000	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
Total Net Market (RYO @ 0.09 ounces per cigarette conversion rate)	294,483,922,194	289,088,235,127	275,235,700,185	265,108,163,632	270,283,185,829	259,087,768,207	247,628,528,616	235,744,461,575	223,883,277,303	229,089,324,067	215,211,435,579
Total Net Market (RYO @ 0.0325 ounces per cigarette conversion rate)	296,158,992,142	290,520,339,838	276,423,111,631	266,121,778,428	271,451,771,088	260,077,611,776	248,466,305,779	236,400,514,990	224,509,388,886	229,695,079,746	215,729,944,748