

Last updated on April 18, 2024

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

Last updated on April 18, 2024

Sales Year	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023
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
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	194,504,750,276	177,744,678,596
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	195,695,694,836	178,613,916,298