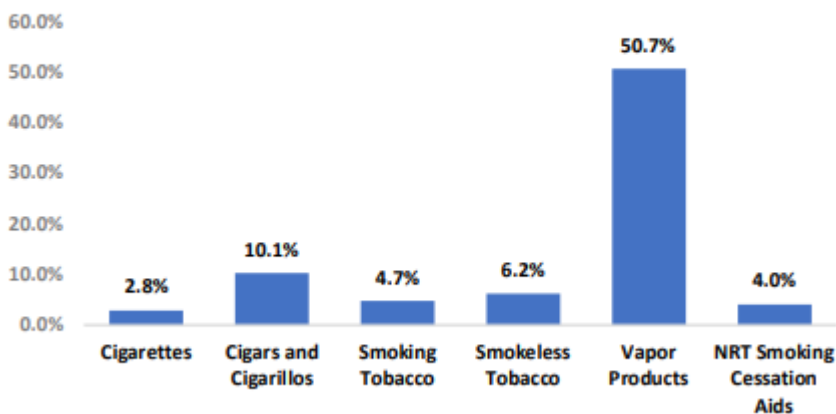


Product Category (2017)	Retail Value (USD million)	% Retail Value	Retail Value % Change		Retail Volume % Change	
			2017/16	3-Year CAGR	2017/16	3-Year CAGR
Cigarettes	\$ 699,434	89.1%	2.8%	3.0%	(1.4%)	(2.4%)
Cigars and Cigarillos	24,655	3.1%	10.1%	7.8%	8.5%	6.4%
Smoking Tobacco	27,990	3.6%	4.7%	4.5%	(0.3%)	0.4%
Smokeless Tobacco	12,848	1.6%	6.2%	6.0%	(1.5%)	(0.6%)
Vaping Systems	11,441	1.5%	18.2%	25.4%	15.8%	21.8%
Heated Tobacco Products	6,309	0.8%	200.6%	466.0%	193.5%	529.8%
NRT Smoking Cessation Aids	2,369	0.3%	4.0%	4.1%	2.5%	3.0%
Total	\$ 785,045	100%	3.9%	3.7%	(0.6%)	(1.7%)

Global Product Category Retail Value and Volume Summary for 2017

Year 2017		Retail Volume (million sticks)	Retail + Illicit (million sticks)	3-Year CAGR 2014-17	
Rank	Country			Retail	Retail + Illicit
1	Iraq	24,632	32,929	7.2%	1.3%
2	Turkey	106,224	117,497	3.9%	0.8%
3	Egypt	93,105	96,690	3.8%	4.7%
4	Bangladesh	88,906	91,516	3.3%	3.2%
5	Vietnam	77,015	93,371	3.1%	3.4%
6	Algeria	30,985	33,708	2.4%	2.0%
7	Saudi Arabia	30,444	32,169	1.5%	1.7%
8	Mexico	30,925	36,699	1.5%	1.0%
9	Poland	41,616	47,748	(0.3%)	(0.5%)
10	Germany	78,977	86,006	(0.6%)	(0.6%)
11	France	44,261	53,415	(0.6%)	(0.5%)
12	Indonesia	308,173	332,513	(0.7%)	(0.3%)
13	Spain	47,950	53,400	(1.5%)	(1.8%)
14	Italy	69,325	73,859	(2.0%)	(1.9%)
15	USA	252,701	262,589	(2.3%)	(2.3%)
16	China	2,368,900	2,476,920	(2.4%)	(2.6%)
	World	5,415,582	5,871,153	(2.4%)	(2.3%)
17	Canada	29,000	36,064	(3.2%)	(2.8%)
18	Ukraine	66,610	67,674	(3.2%)	(4.6%)
19	Thailand	40,403	42,453	(3.7%)	(3.3%)
20	Belarus	22,088	22,183	(3.9%)	(3.9%)
21	Argentina	35,842	39,672	(4.3%)	(3.3%)
22	United Kingdom	33,479	37,696	(4.8%)	(4.7%)
23	India	81,285	106,946	(5.4%)	(3.4%)
24	Russia	258,914	271,411	(6.4%)	(5.9%)
25	Japan	151,401	151,464	(6.7%)	(6.7%)
26	Philippines	65,824	74,800	(7.2%)	(7.6%)
27	Pakistan	50,125	79,000	(7.2%)	(1.3%)
28	Taiwan	26,543	34,127	(7.6%)	(4.7%)
29	South Korea	68,353	68,998	(7.6%)	(7.4%)
30	Brazil	48,186	90,132	(12.2%)	(4.8%)

Cigarette Volume— Three-Year CAGR from 2014 through 2017



Product Category Retail Sales Value Growth Rates in 2017 (Year-over-year)

Retail Sales By Country

Country	Retail Value (USD millions)	Country	Per Capita Smoker (USD)
Germany	\$ 4,423	New Zealand	\$ 1,177
United Kingdom	3,510	Australia	748
France	2,891	Norway	693
USA	2,409	Belgium	488
Australia	2,005	United Kingdom	456
Netherlands	1,464	Netherlands	436
Spain	1,268	Qatar	349
Italy	1,256	Ireland	344
Belgium	891	Germany	294
Saudi Arabia	857	Hungary	270

TABLE 3

**Smoking Tobacco
Retail Sales Value by
Country for 2017**