

## MARLBORO

### HOUSE MARKET SHARES

	1988	1990	1991	1992	Q4 1992	Trend
USA	24.9	26.0	25.8	24.5	23.8	-
Germany	25.4	27.8	26.4	27.4	28.0	+
Belgium	14.7	17.4	18.1	18.0	17.3	0
Netherlands	13.7	18.9	20.0	20.6	21.0	+
Finland	45.7	46.7	44.4	40.5	39.5	-
France	17.0	18.7	19.6	20.5	20.1	0
Greece	13.4	14.4	15.1	16.2	16.3	+
Italy (Shipments)	14.6	17.8	18.5	18.6	15.3	0
Norway	10.8	11.0	10.8	13.8	n.a.	+
Spain (Shipments)	5.0	10.8	13.4	11.8	11.6	-
Sweden	7.1	8.9	9.5	10.5	10.5	+
Switzerland	18.5	21.4	22.3	24.1	27.6	+
Austria	9.4	12.2	14.0	15.9	16.5	+
Denmark	0.4	0.7	0.9	1.0	1.0	+
U.K.	2.4	2.6	2.4	2.6	2.6	+
Argentina	8.7	11.8	17.7	24.5	26.3	+
Brazil	1.3	1.6	2.1	2.1	1.9	0
Chile	0.6	0.9	0.8	0.7	0.7	0
Venezuela	2.2	3.9	3.6	6.1	6.1	+
Panama	21.4	19.8	18.5	17.3	16.9	-
Australia	2.6	2.0	1.8	1.6	1.5	-
Malaysia	3.8	3.5	3.2	5.1	5.7	+
Singapore	20.3	21.4	22.8	24.5	26.5	+
Indonesia	0.3	0.6	1.1	1.2	1.2	+
Hong Kong	35.8	33.0	41.8	44.8	45.9	+
Japan	0.7	1.0	1.2	1.5	1.5	+
South Korea	19.8	15.8	20.3	20.5	20.5	+
Taiwan	n.a.	2.2	2.2	3.0	5.4	+

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