

PHILIP MORRIS

COMPANY MARKET SHARES

COUNTRY	1988	1990	1991	1992	Q4 1992	Trend
USA	39.3	42.3	43.4	42.3	40.8	-
Germany	27.6	31.8	34.6	35.5	36.1	+
Belgium	18.2	22.6	24.8	26.4	26.6	+
Netherlands	17.5	20.8	22.1	22.8	23.4	+
Finland	62.3	65.5	64.4	64.6	66.2	+
France	20.9	23.9	25.5	26.9	27.2	+
Greece	13.5	14.6	15.4	16.7	16.9	+
Italy (Shipments)	34.1	40.1	42.6	42.9	n.a.	0
Norway	13.2	13.7	13.3	16.2	n.a.	+
Spain (Shipments)	9.5	13.6	16.5	15.5	14.8	-
Sweden	10.0	11.4	11.9	12.7	12.4	+
Switzerland	38.3	41.5	42.8	45.2	49.3	+
Austria	9.5	12.5	14.4	16.5	17.2	+
Denmark	0.6	0.7	1.0	1.1	1.3	+
U.K.	5.7	4.6	4.5	4.6	4.7	+
Argentina	42.5	43.9	47.3	52.4	53.6	+
Brazil	8.0	13.8	13.7	14.6	15.1	+
Chile	3.0	2.9	2.8	2.6	2.4	-
Venezuela	21.4	25.2	23.1	28.3	24.6	0
Panama	35.4	32.0	31.0	29.5	28.7	-
Australia	32.9	36.1	36.5	35.3	31.5	-
Malaysia	3.3	3.5	3.2	5.1	5.7	+
Singapore	22.8	23.7	25.2	27.0	29.2	+
Indonesia	0.3	0.6	1.1	1.2	1.2	+
Hong Kong	36.9	39.1	42.9	45.7	46.8	+
Japan	7.5	10.7	11.3	11.8	11.9	+
South Korea	37.3	36.6	40.9	44.6	45.0	+
Taiwan	9.4	8.3	6.4	7.1	13.3	+

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