

SALES ANALYSIS



Brand Family  
All

Brand  
All

Manufacture  
All

Month  
All

VALUE

11,416,279,688.80

Friday, July 01, 2022

PACK

30,788,342.90

Friday, July 01, 2022

STICK

623,148,613.00

Friday, July 01, 2022

UNITS

VALUE

PACK

STICK

Date of Sales Movement

5/1/20227/31/2022

0.00

MOM Change in Value

0.00%

MOM%

Date of Market Share

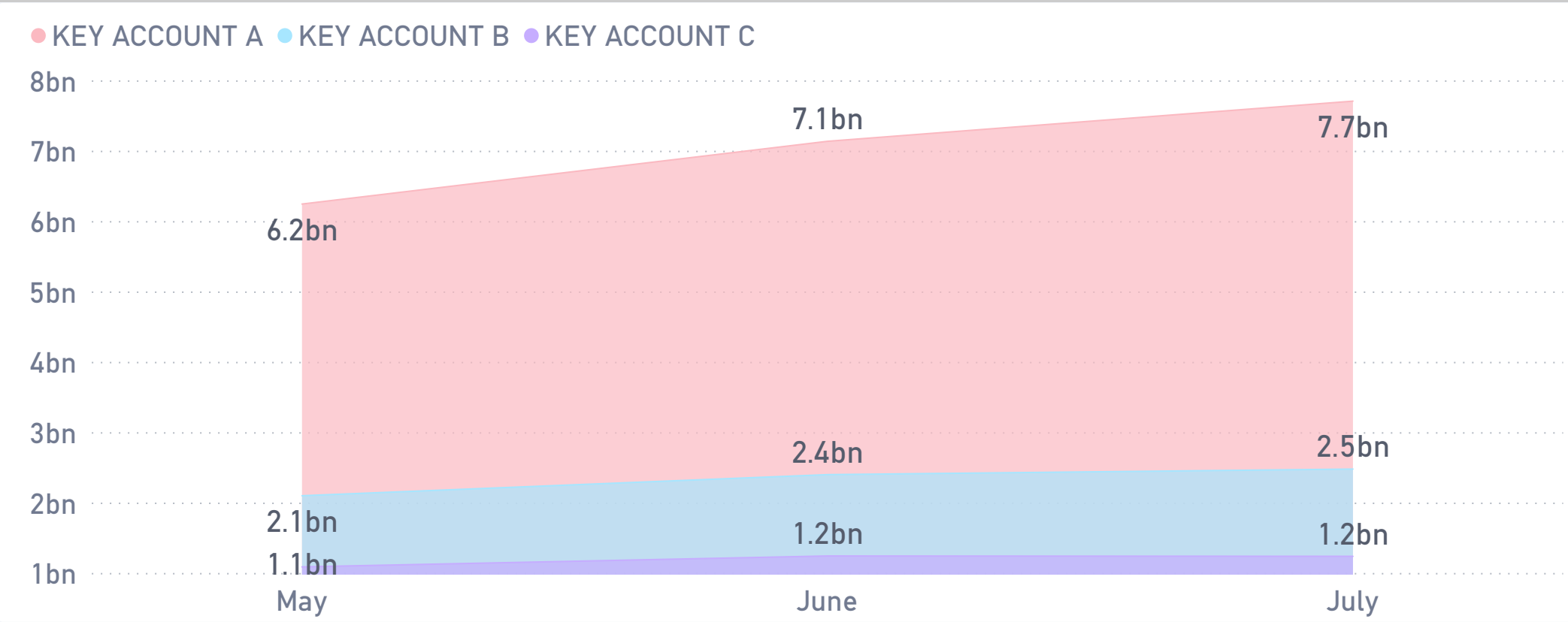
5/1/20227/31/2022

Brand Analysis

Relationship Insights

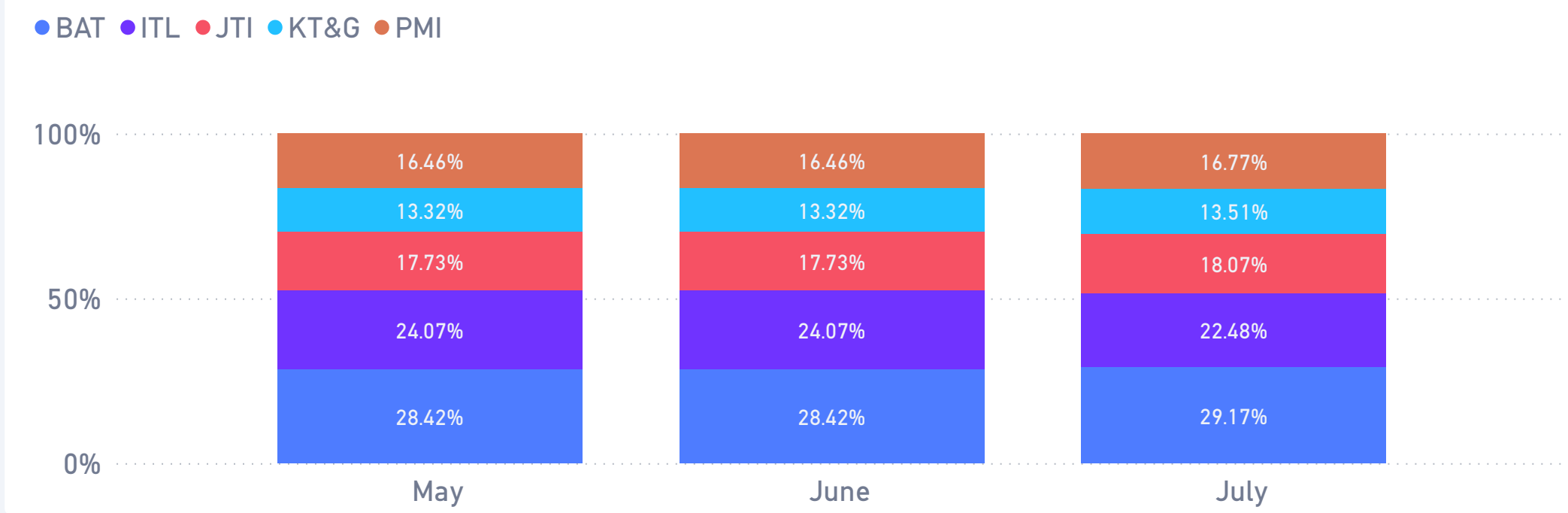
Manufacture	May	June	July	Total
BAT	28.42%	28.42%	29.17%	28.69%
ITL	24.07%	24.07%	22.48%	23.50%
JTI	17.73%	17.73%	18.07%	17.85%
PMI	16.46%	16.46%	16.77%	16.57%
KT&G	13.32%	13.32%	13.51%	13.39%

Sales Movement By Key Account By Month

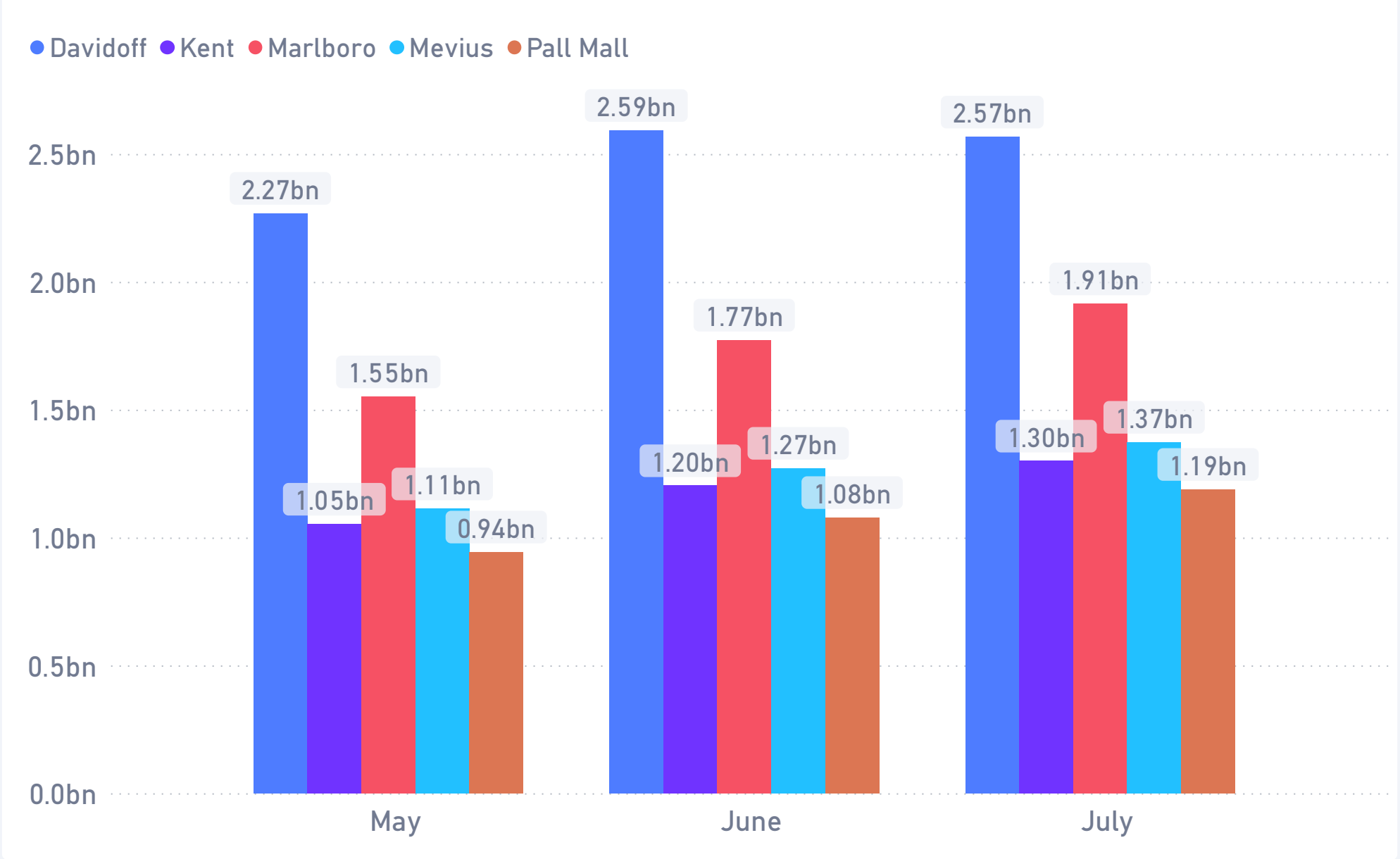


KA	Month	MOM Value Diff PM	MOM%
KEY ACCOUNT A	May	6,241,870,419.40	-100.00%
KEY ACCOUNT A	June	891,695,774.20	14.29%
KEY ACCOUNT A	July	570,685,286.40	8.00%
KEY ACCOUNT B	May	2,097,328,496.90	-100.00%
KEY ACCOUNT B	June	299,618,356.70	14.29%
KEY ACCOUNT B	July	78,912,091.40	3.29%

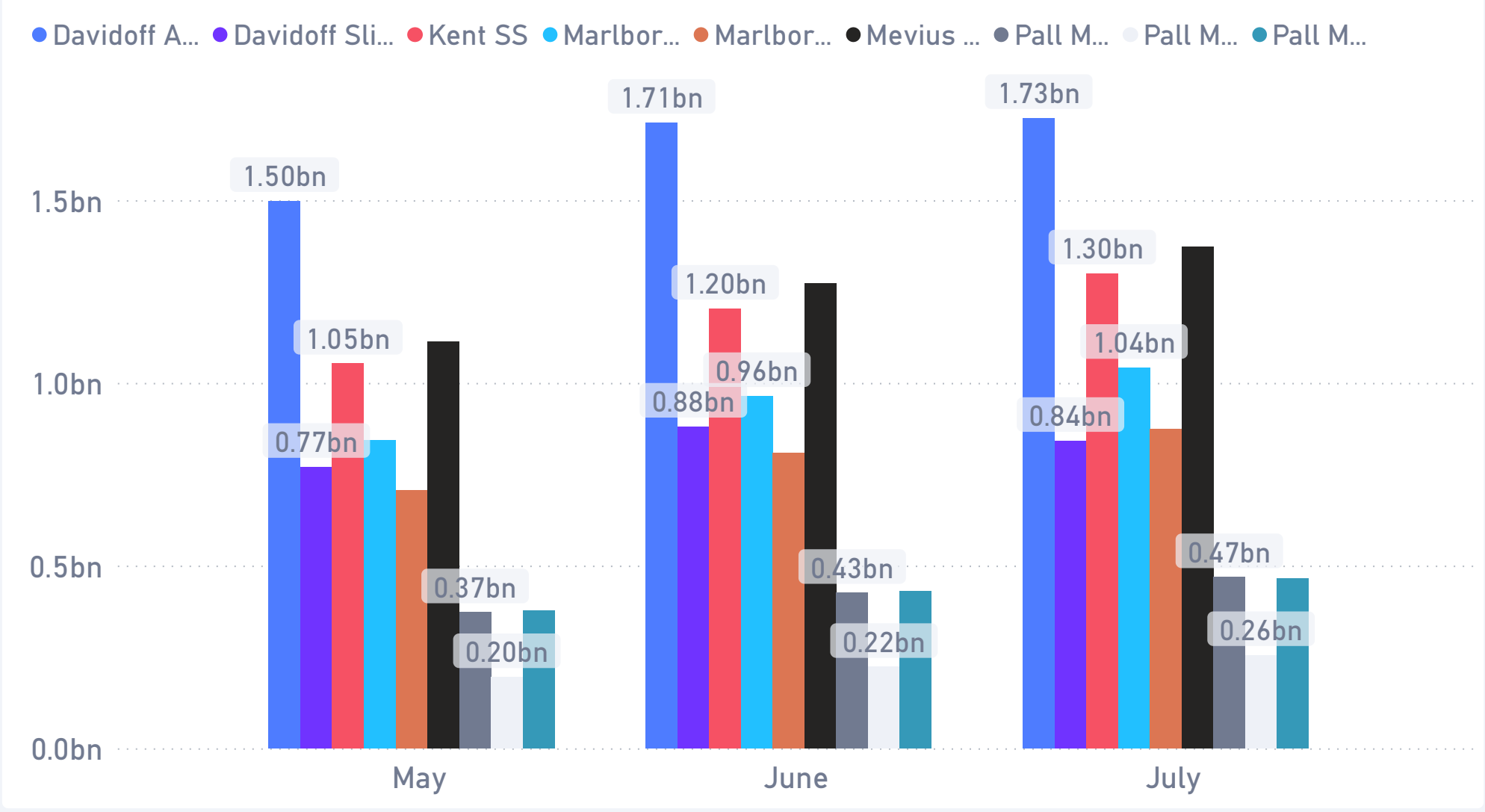
Market Share By Manufacture By Month



Top Sales By Brand Family By Month



Top 5 Selling Brand By Key Account By Month



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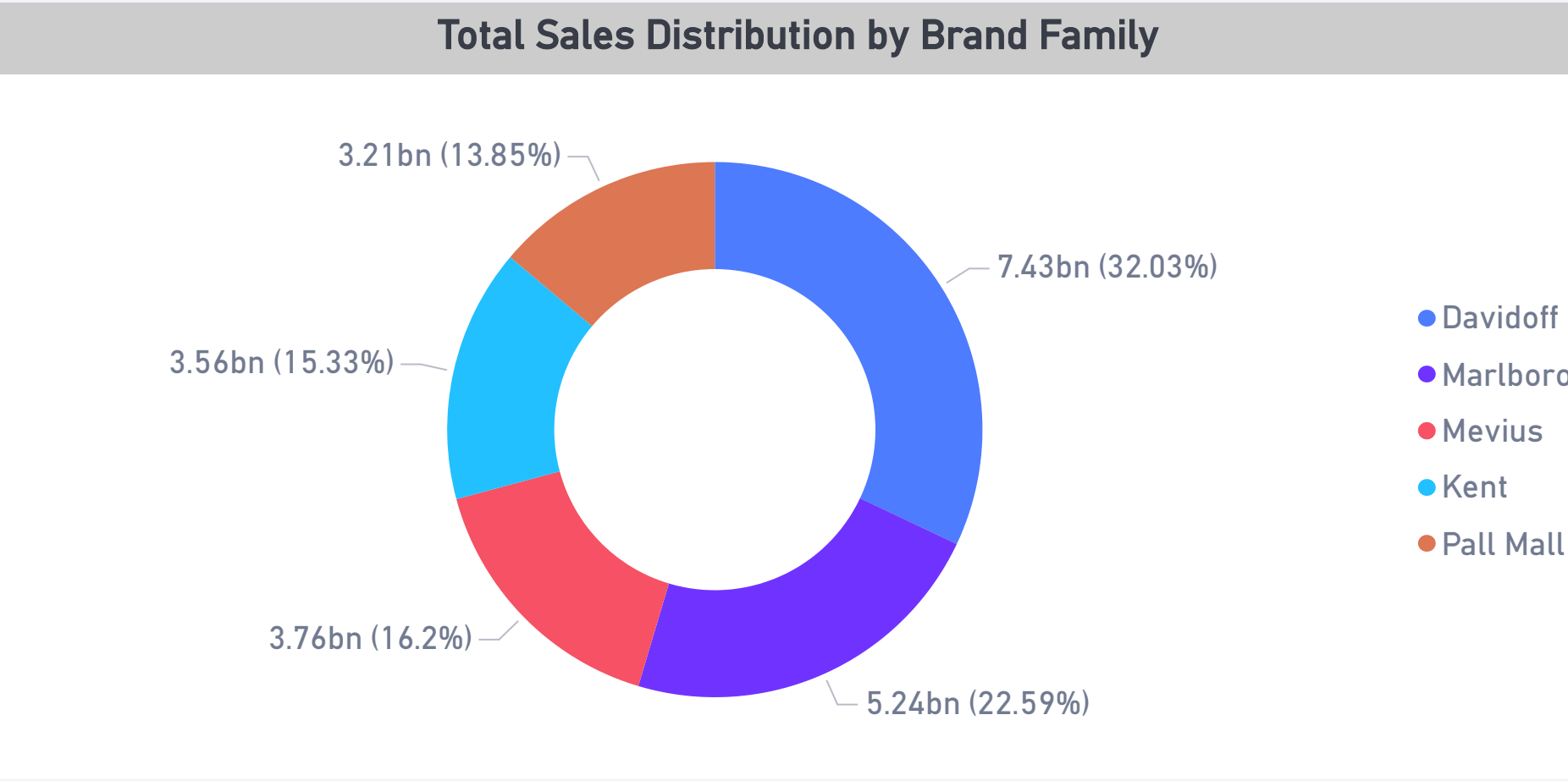
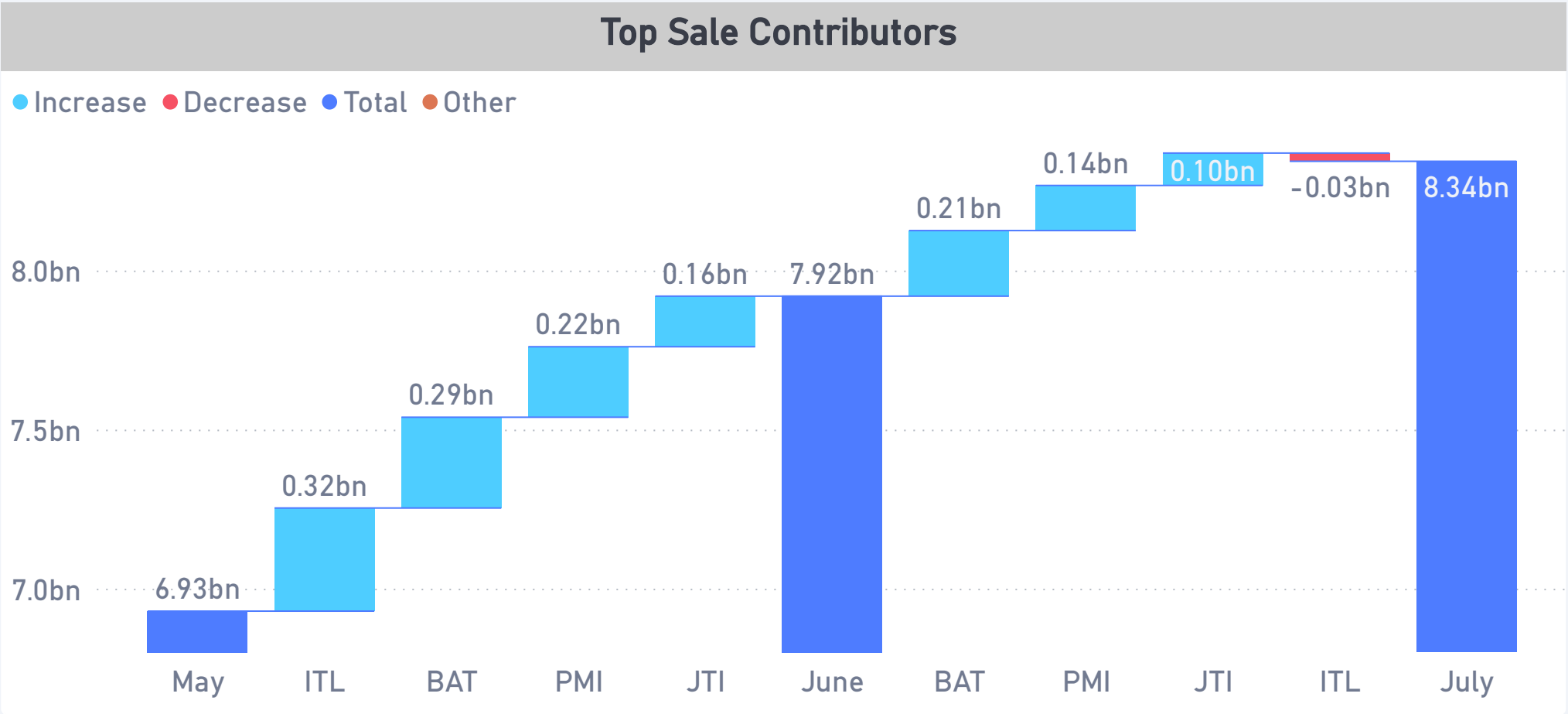
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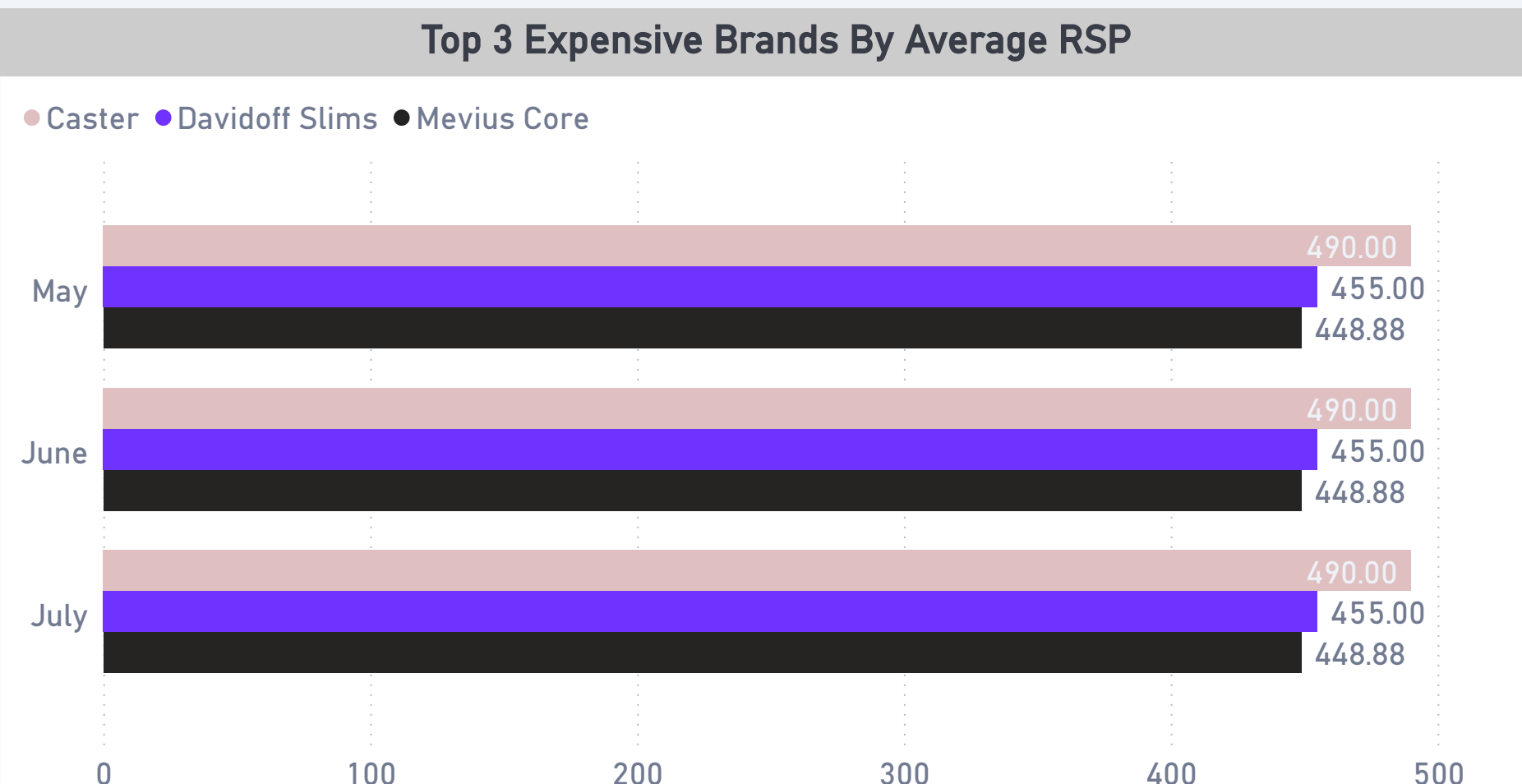
623,148,613.00

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Top and Bottom 5 Brands with Best and Worst MOM%

Brand	Month	Value MoM%	Brand	Month	Value MoM%
Caster	June	14.29%	Bohem Core	June	14.29%
Caster	July	8.00%	Kent SS	June	14.29%
Davidoff Absolute	June	14.29%	Mevius Core	June	14.29%
Davidoff Absolute	July	0.77%	Pall Mall Crystal	June	14.29%
Davidoff Slims	June	14.29%	Pall Mall House	June	14.29%
Davidoff Slims	July	-4.43%	Bohem Core	July	8.00%
Esse	June	14.29%	Kent SS	July	8.00%
Esse	July	6.83%	Mevius Core	July	8.00%
Winston Core	June	14.29%	Pall Mall Crystal	July	10.10%
Winston Core	July	8.00%	Pall Mall House	July	14.57%



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0.00

MOM Change in Pack

0.00%

Pack Diff PM %

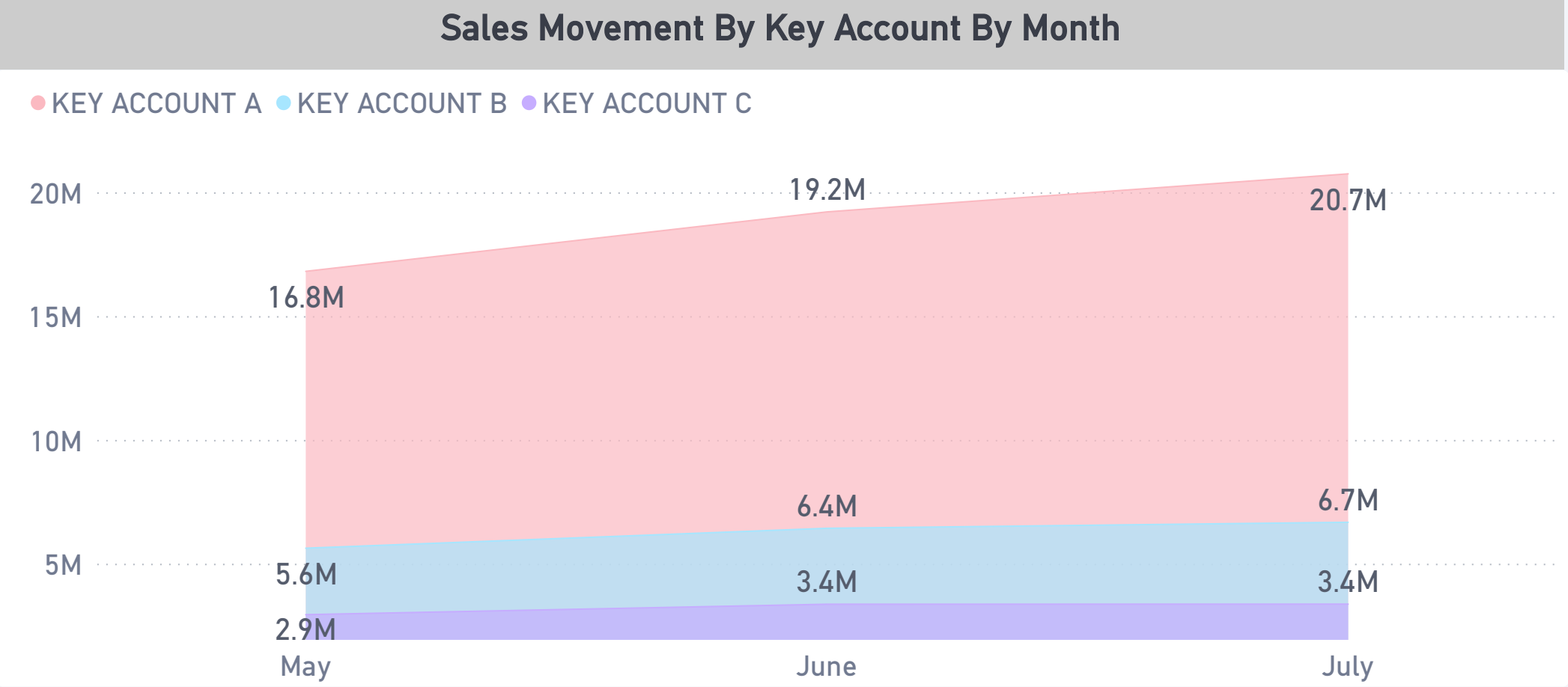
Date of Market Share

5/1/20227/31/2022

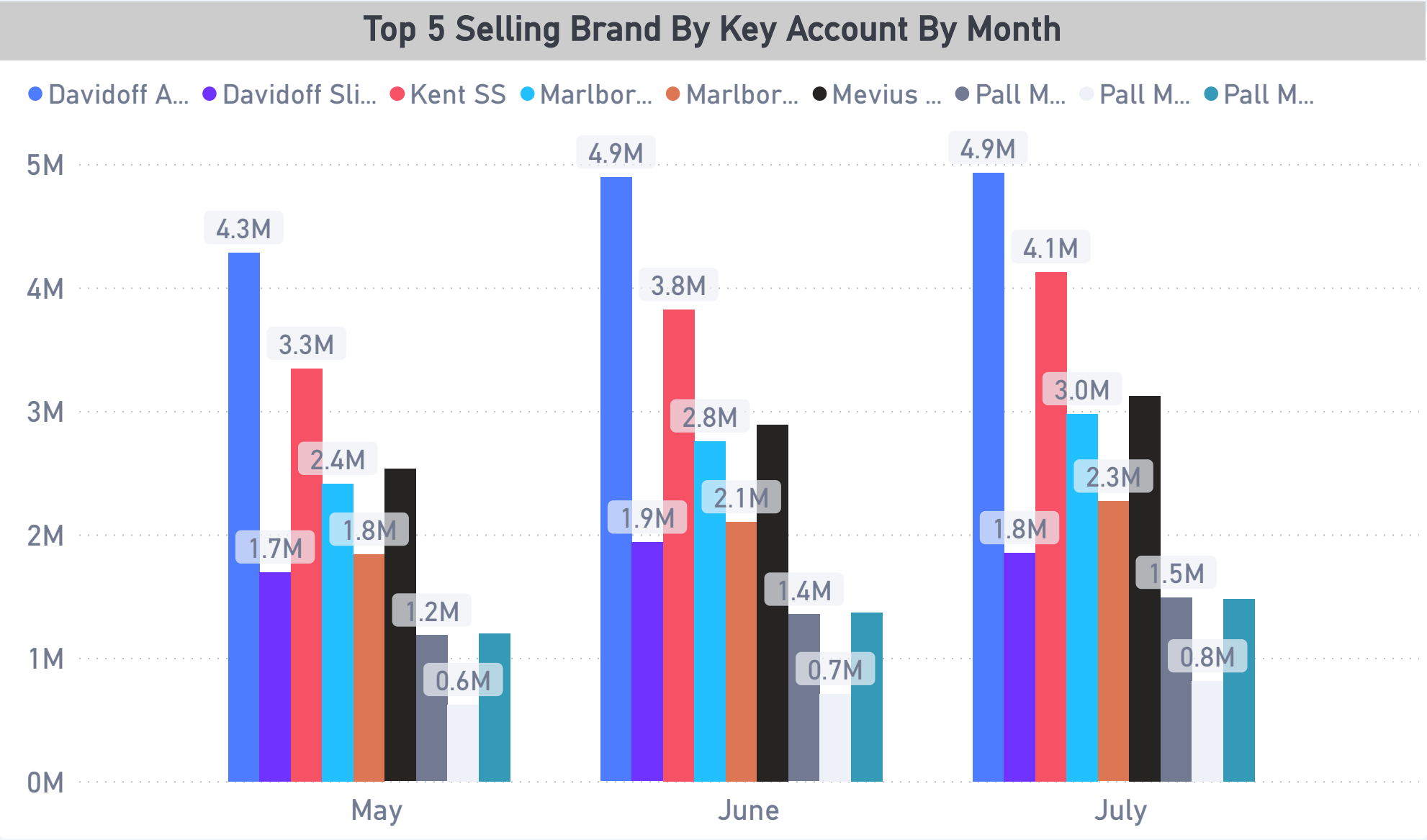
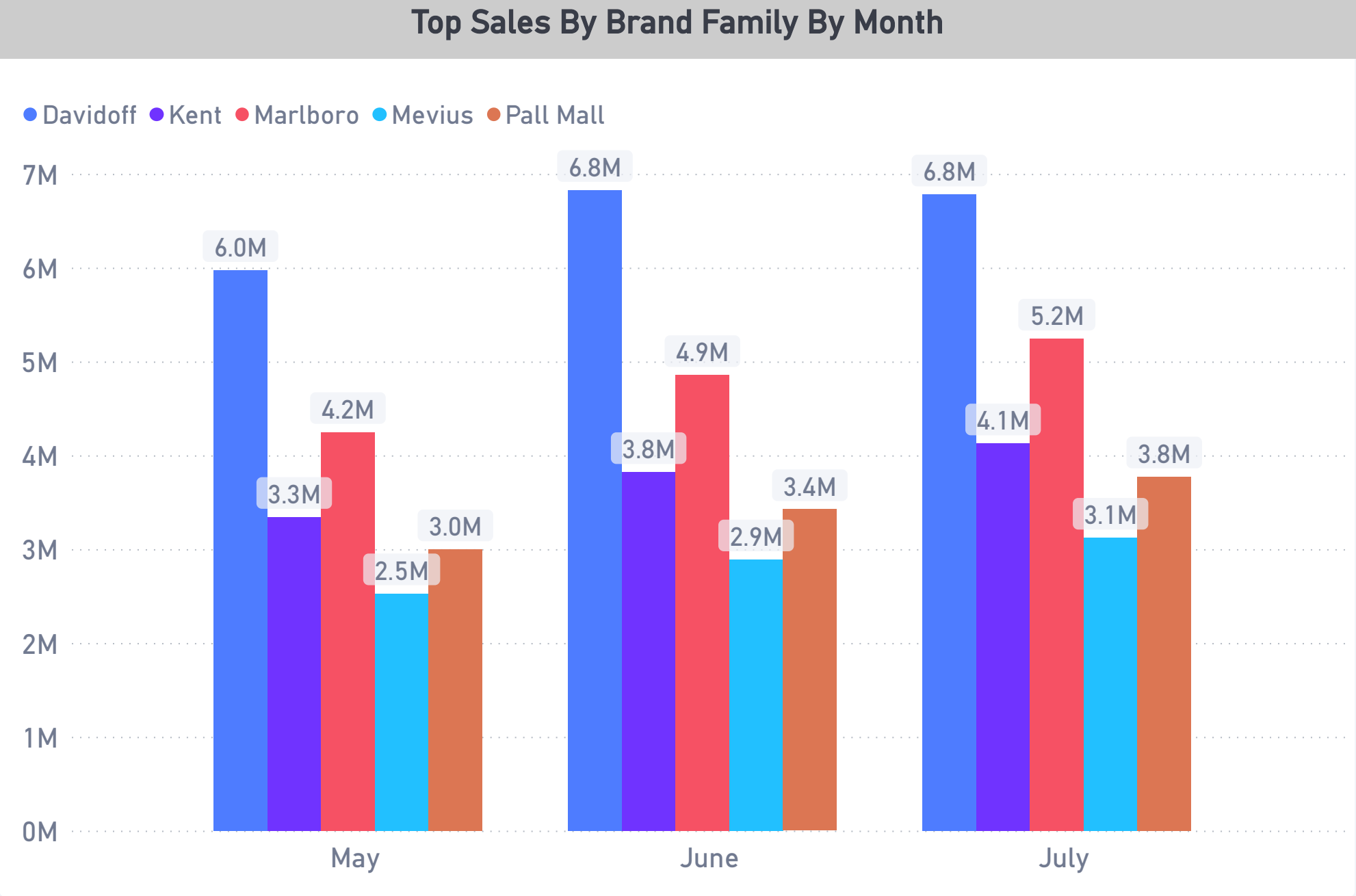
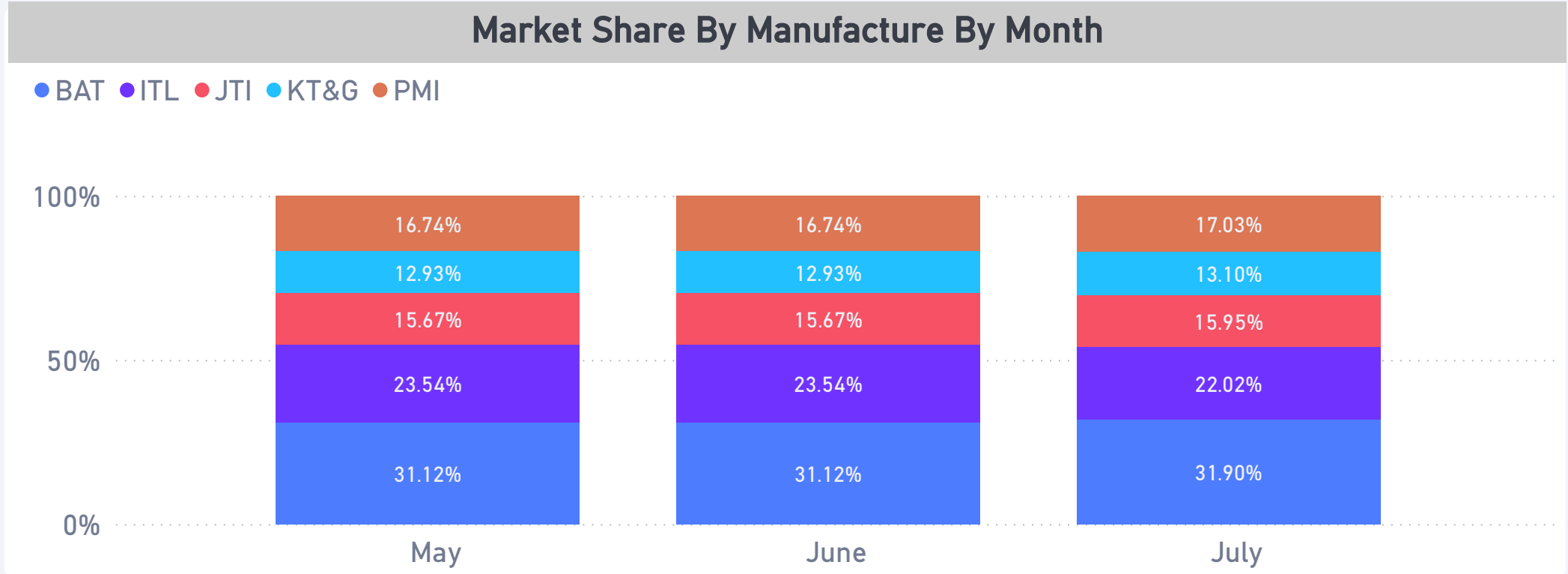
Brand Analysis

Relationship Insights

Manufacture	May	June	July	Total
BAT	31.12%	31.12%	31.90%	31.40%
ITL	23.54%	23.54%	22.02%	22.99%
JTI	15.67%	15.67%	15.95%	15.77%
KT&G	12.93%	12.93%	13.10%	12.99%
PMI	16.74%	16.74%	17.03%	16.84%



KA	Month	Pack Diff PM	Pack MOM %
KEY ACCOUNT A	May	16,808,544.90	-100.00%
KEY ACCOUNT A	June	2,401,220.70	14.29%
KEY ACCOUNT A	July	1,536,781.40	8.00%
KEY ACCOUNT B	May	5,627,127.10	-100.00%
KEY ACCOUNT B	June	803,875.30	14.29%
KEY ACCOUNT B	July	242,776.30	3.78%



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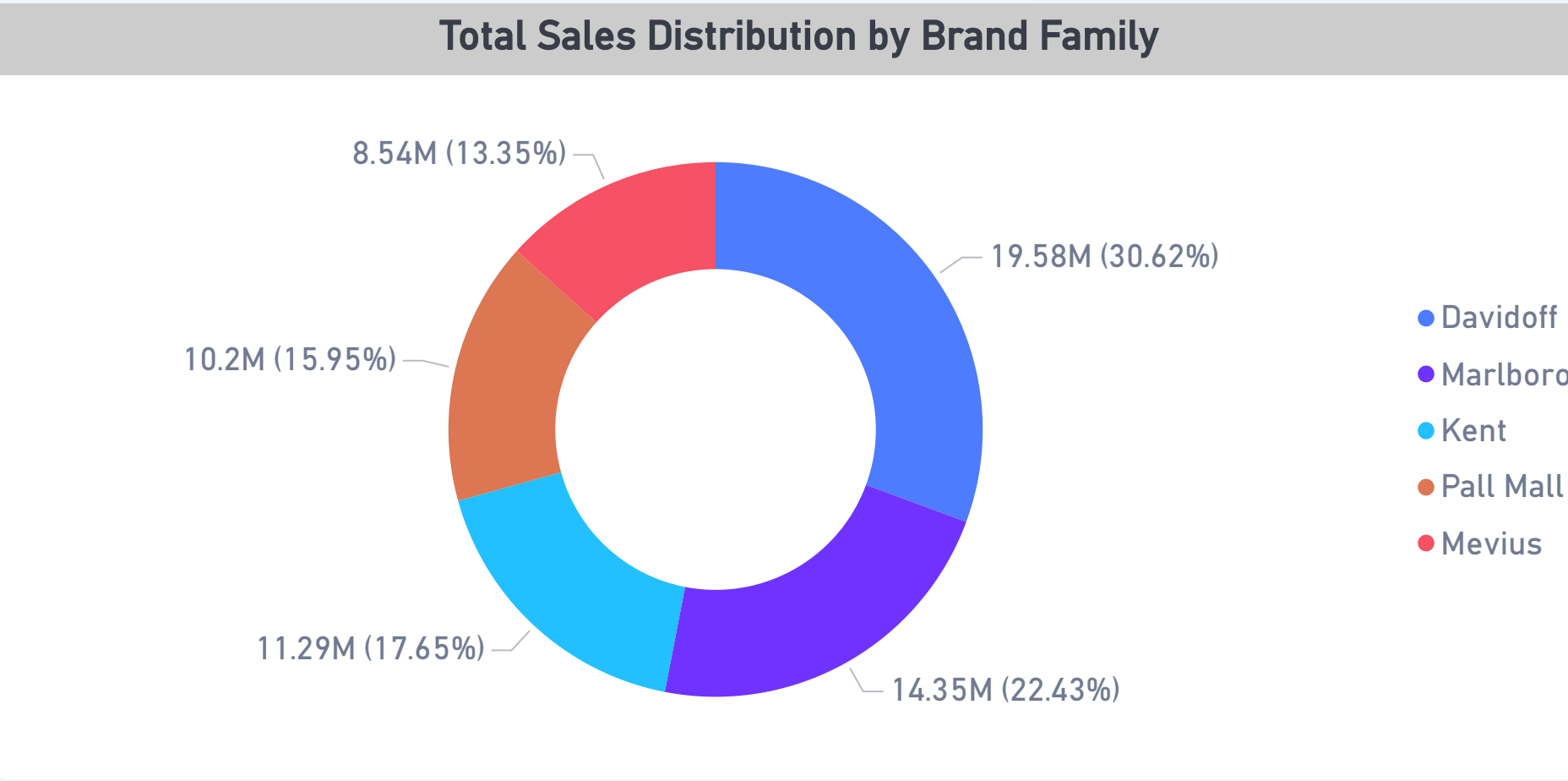
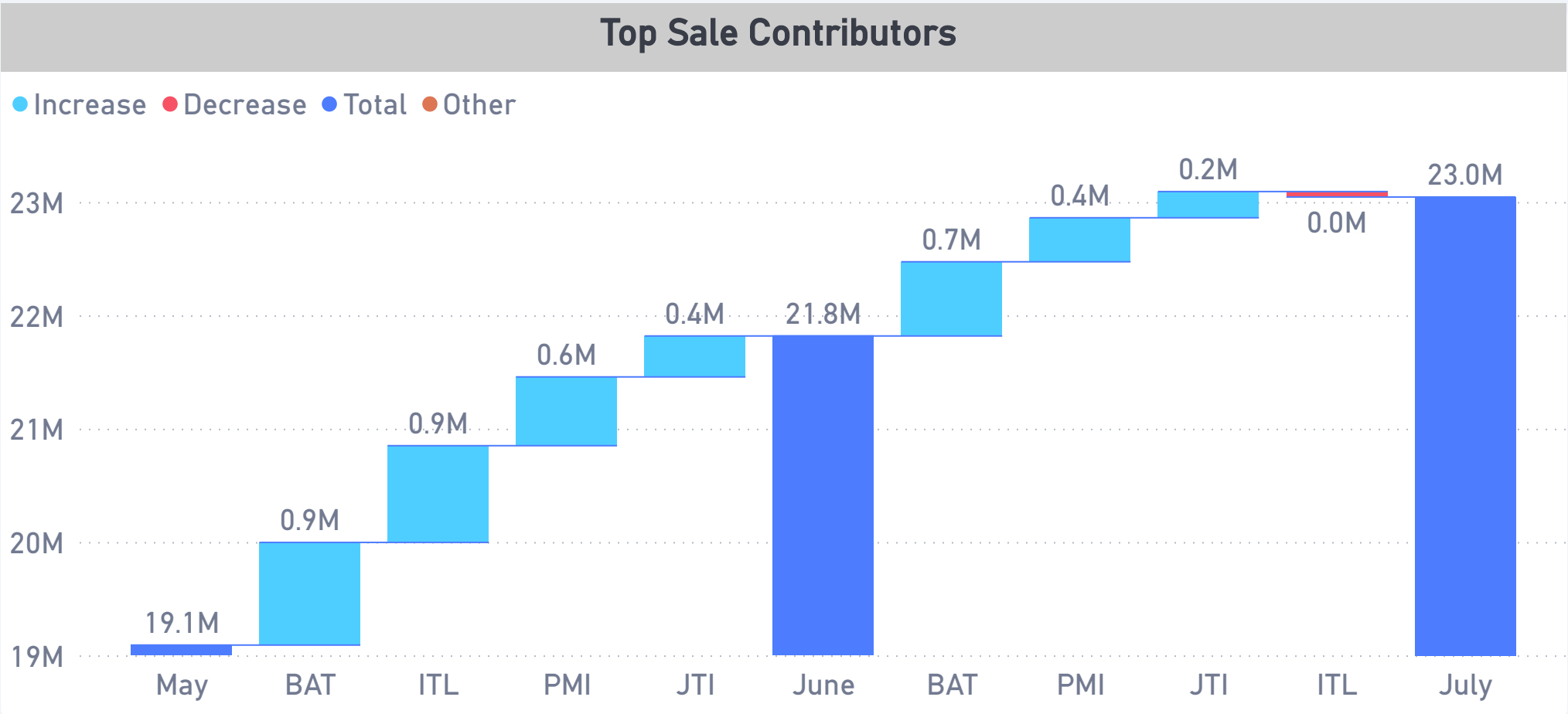
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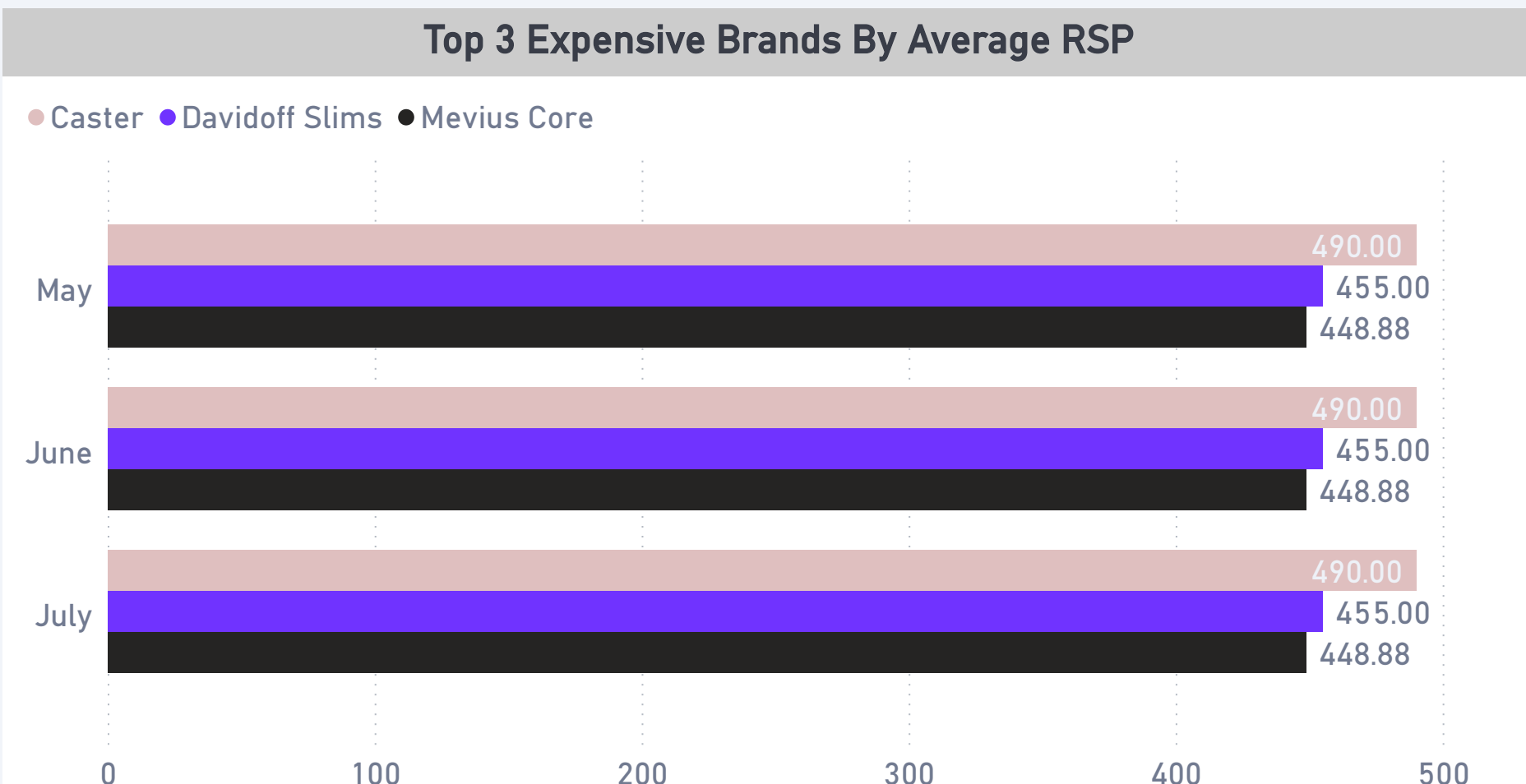
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Top and Bottom 5 Brands with Best and Worst MOM%					
Brand	Month	Pack MoM%	Brand	Month	Pack MoM%
Winston Core	June	14.29%	Bohem Core	June	14.29%
Winston Core	July	8.00%	Bohem Core	July	8.00%
Esse	June	14.29%	Kent SS	June	14.29%
Esse	July	6.85%	Kent SS	July	8.00%
Davidoff Slims	June	14.29%	Mevius Core	June	14.29%
Davidoff Slims	July	-4.43%	Mevius Core	July	8.00%
Davidoff Absolute	June	14.29%	Pall Mall Crystal	June	14.29%
Davidoff Absolute	July	0.77%	Pall Mall Crystal	July	10.10%
Caster	June	14.29%	Pall Mall House	June	14.29%
Caster	July	8.00%	Pall Mall House	July	14.57%



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7/31/2022

0.00

MOM Change in Stick

0.00%

Stick Diff PM %

Date of Market Share

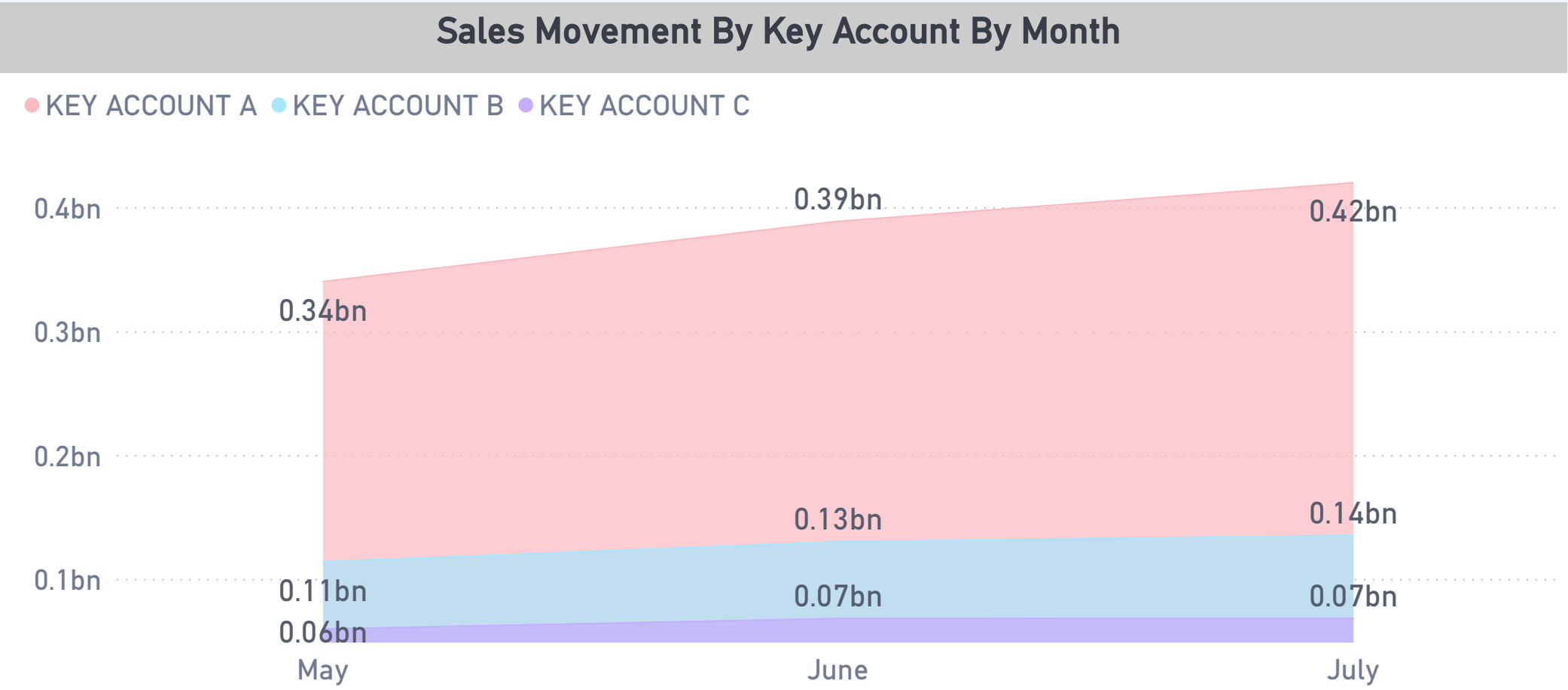
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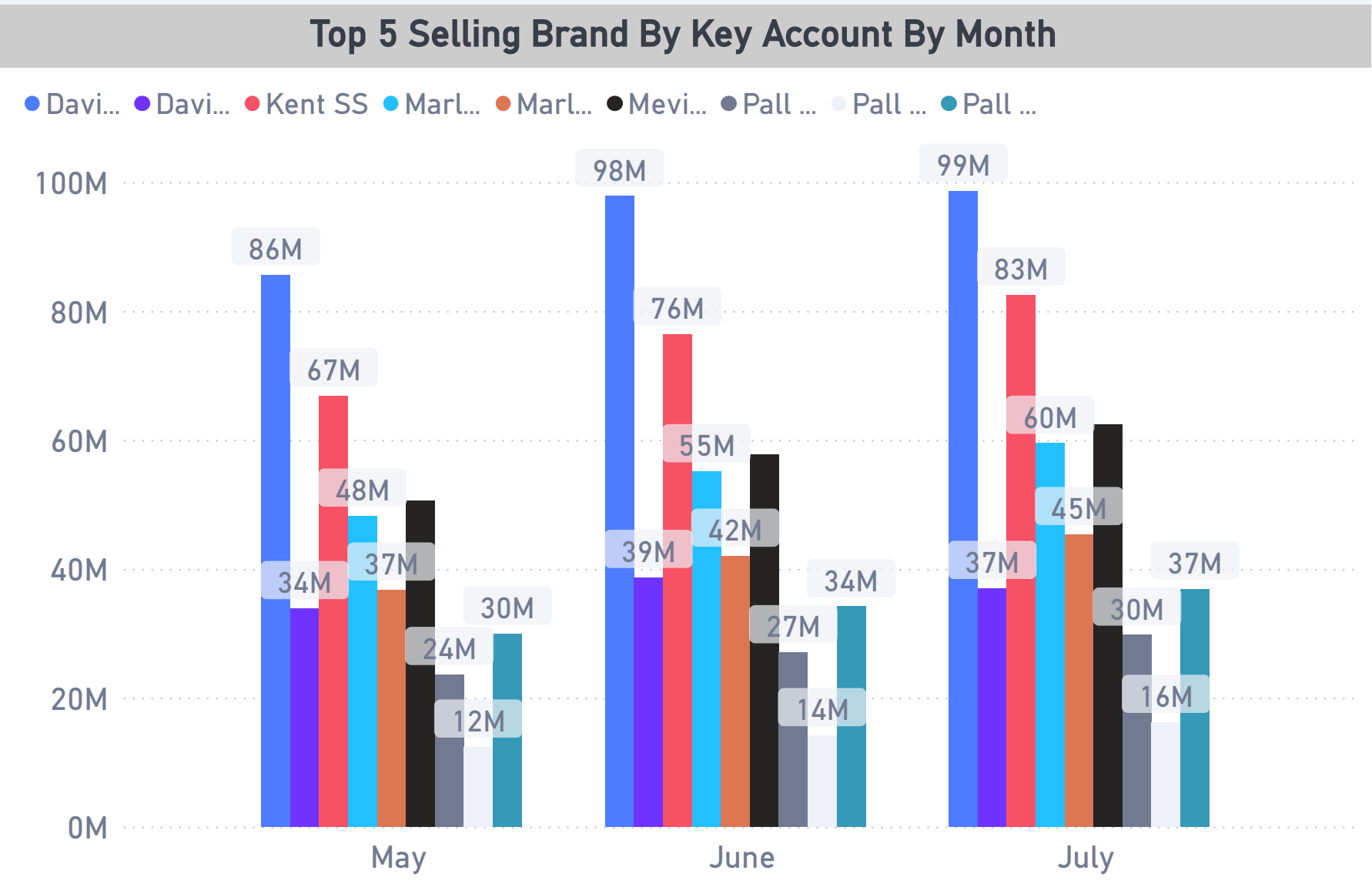
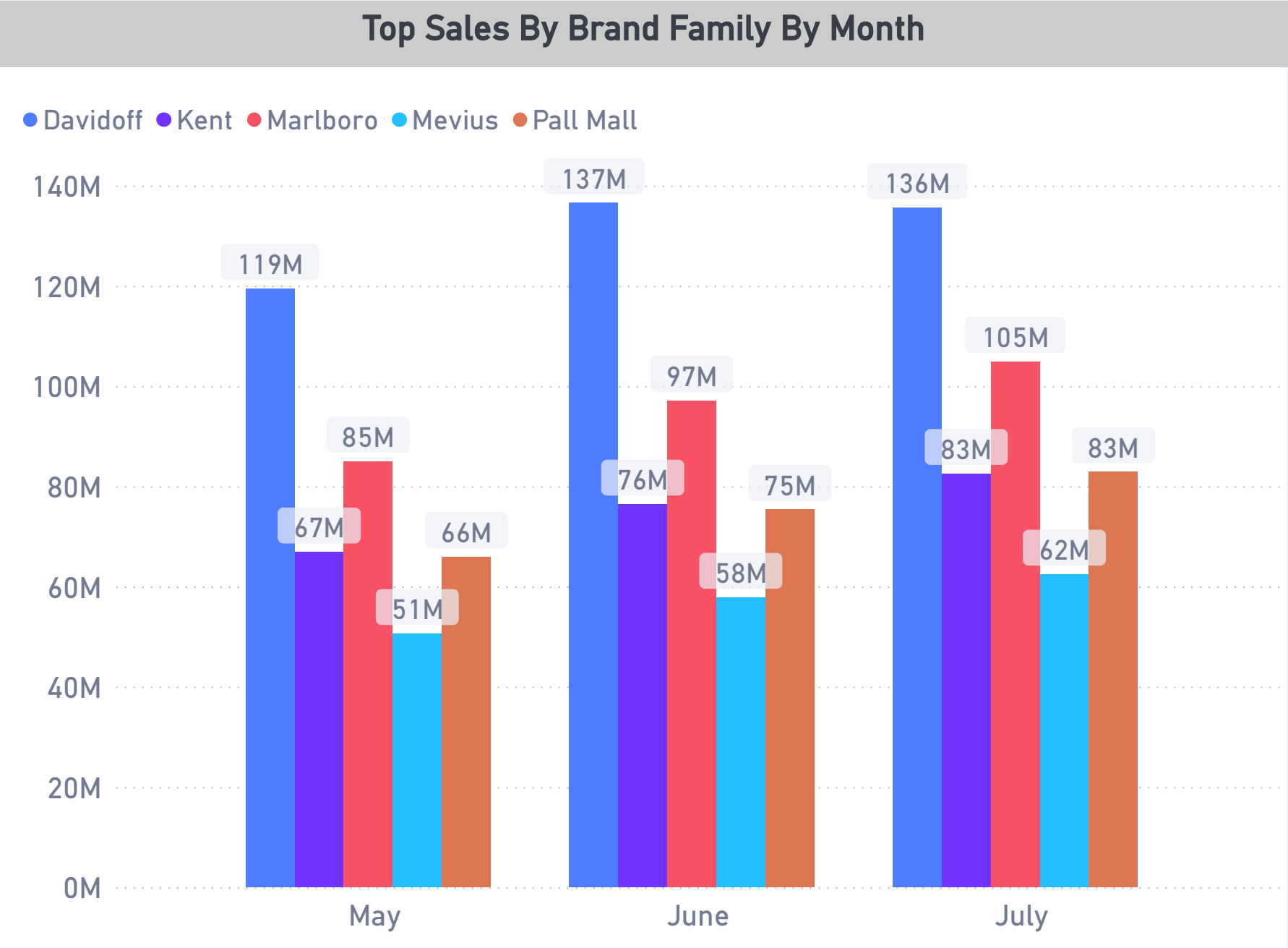
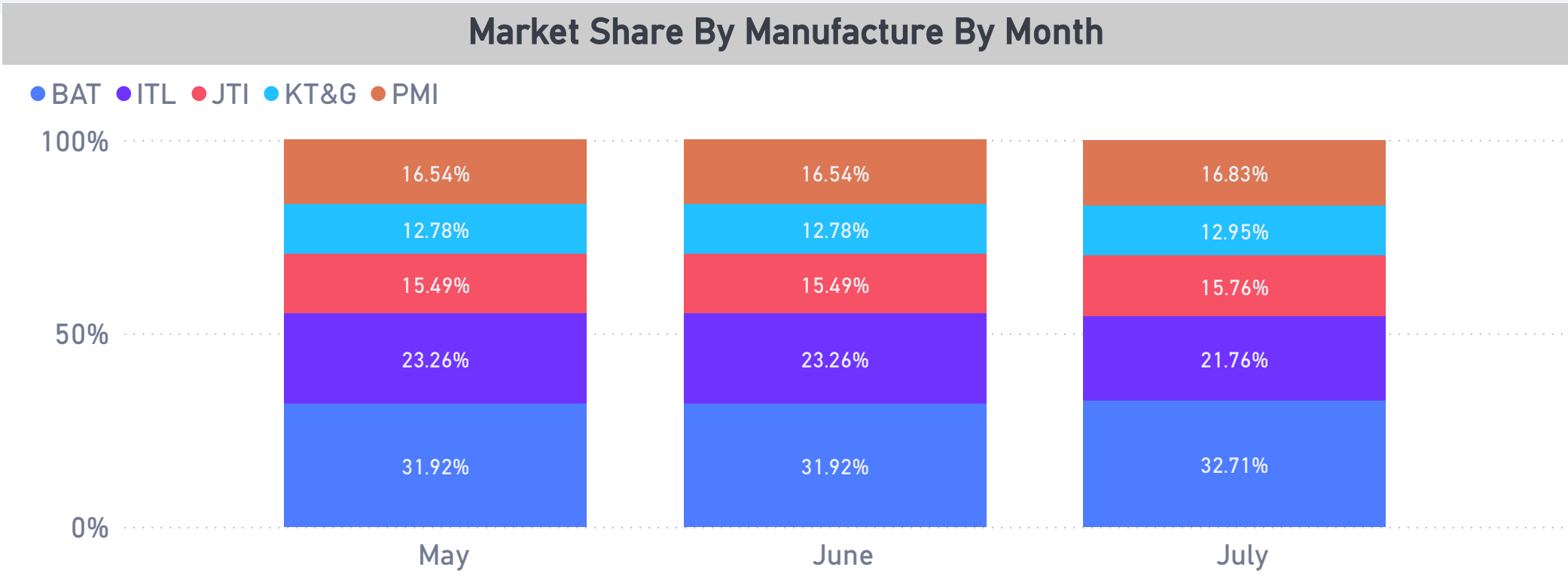
Brand Analysis

Relationship Insights

Manufacture	May	June	July	Total
BAT	31.92%	31.92%	32.71%	32.20%
ITL	23.26%	23.26%	21.76%	22.72%
JTI	15.49%	15.49%	15.76%	15.59%
KT&G	12.78%	12.78%	12.95%	12.84%
PMI	16.54%	16.54%	16.83%	16.65%



KA	Month	MOM Diff with PM	MOM %
KEY ACCOUNT A	May	16,808,544.90	-100.00%
KEY ACCOUNT A	June	2,401,220.70	14.29%
KEY ACCOUNT A	July	1,536,781.40	8.00%
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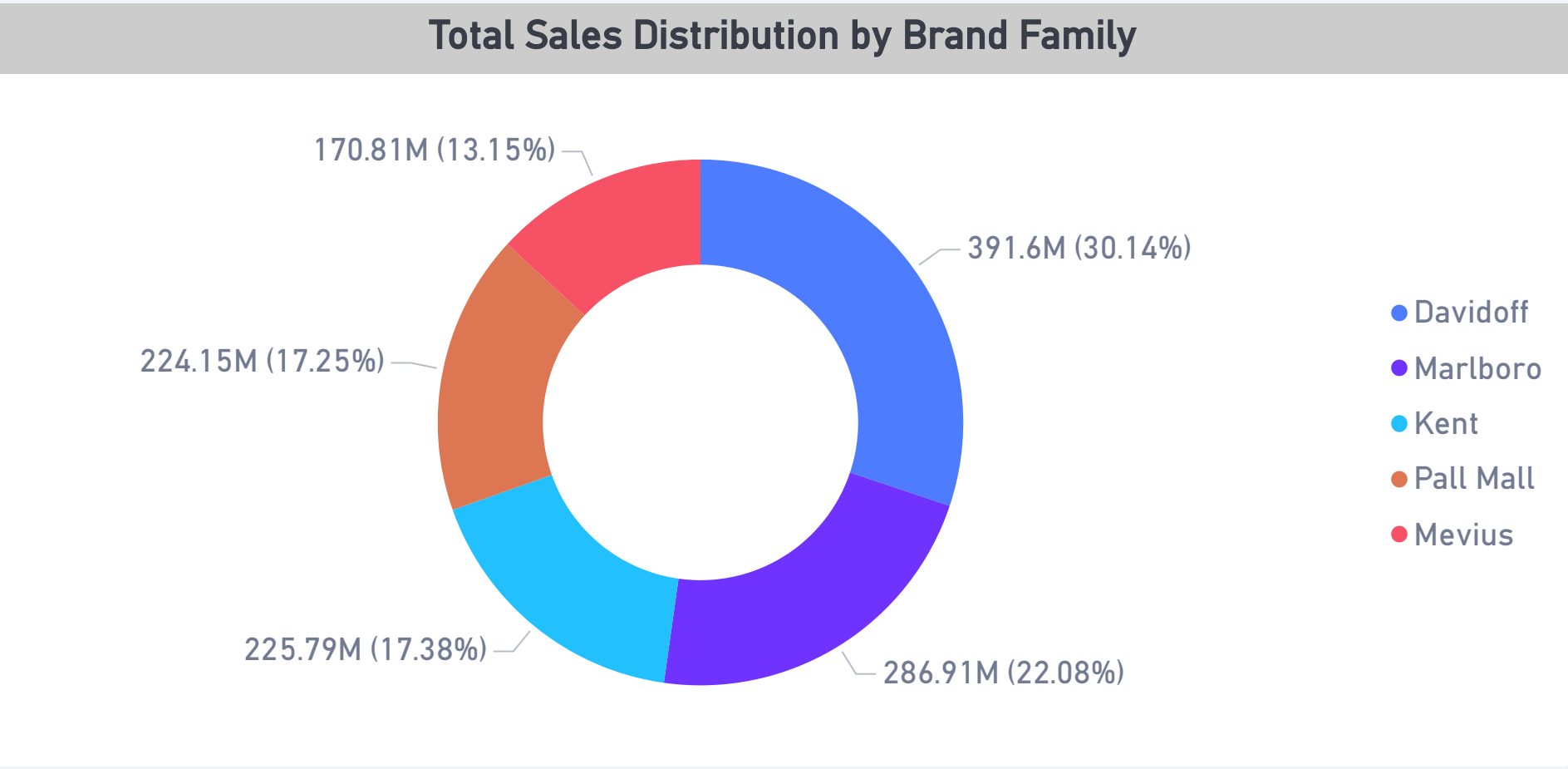
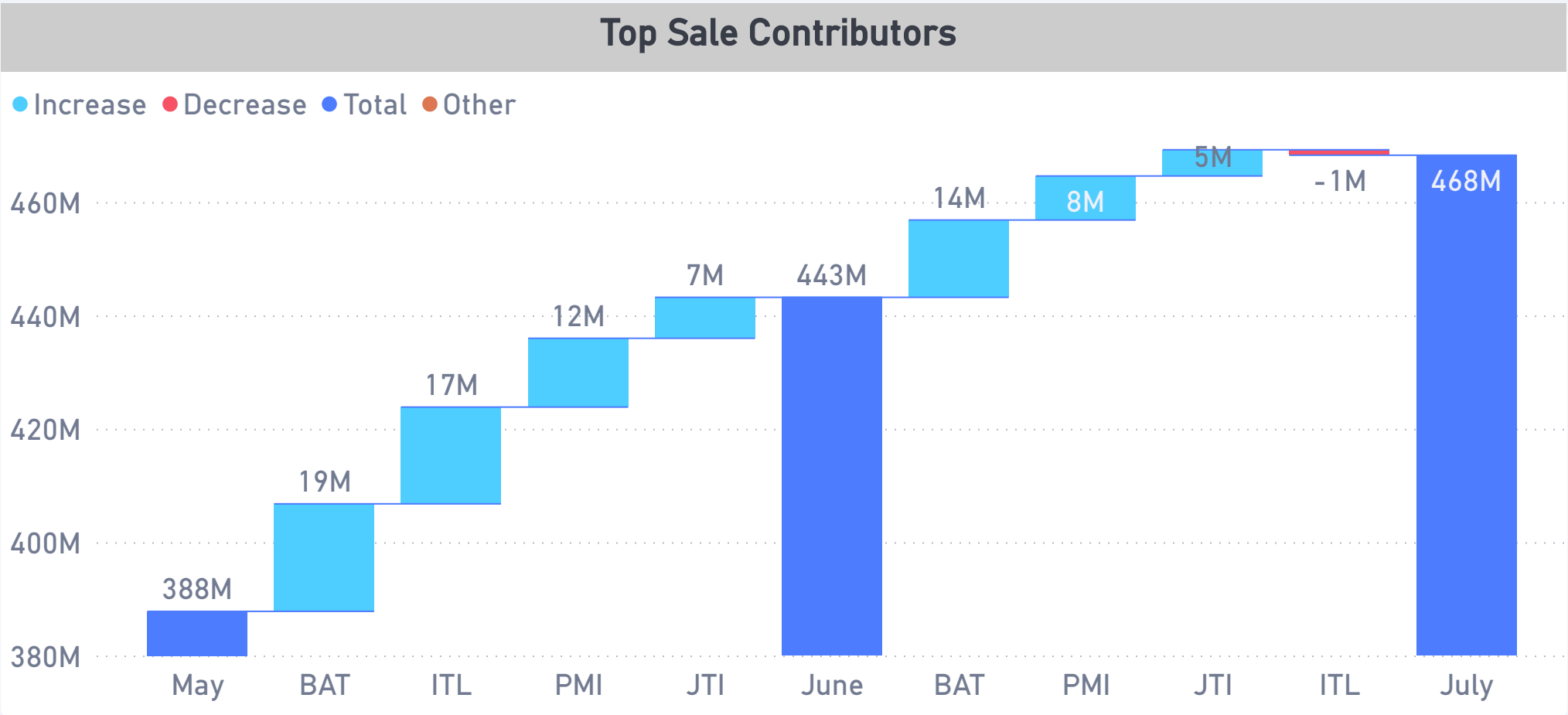
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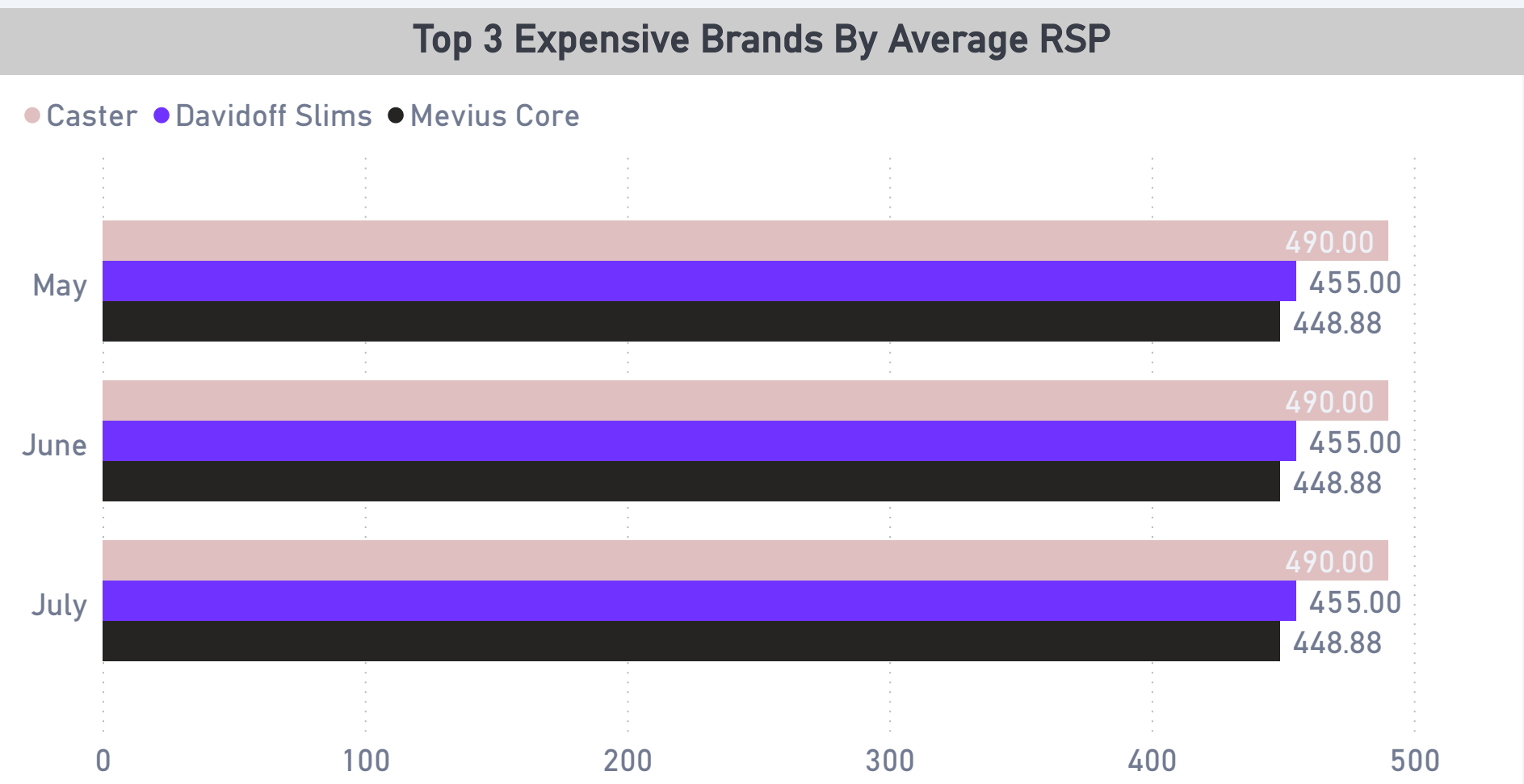
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Top and Bottom 5 Brands with Best and Worst MOM%

Brand	Month	Stick MoM%
Caster	June	14.29%
Caster	July	8.00%
Davidoff Absolute	June	14.29%
Davidoff Absolute	July	0.77%
Davidoff Slims	June	14.29%
Davidoff Slims	July	-4.43%
Esse	June	14.29%
Esse	July	6.85%
Winston Core	June	14.29%
Winston Core	July	8.00%

Brand	Month	Stick MoM%
Bohem Core	June	14.29%
Bohem Core	July	8.00%
Kent SS	June	14.29%
Kent SS	July	8.00%
Mevius Core	June	14.29%
Mevius Core	July	8.00%
Pall Mall Crystal	June	14.29%
Pall Mall Crystal	July	10.10%
Pall Mall House	June	14.29%
Pall Mall House	July	14.57%



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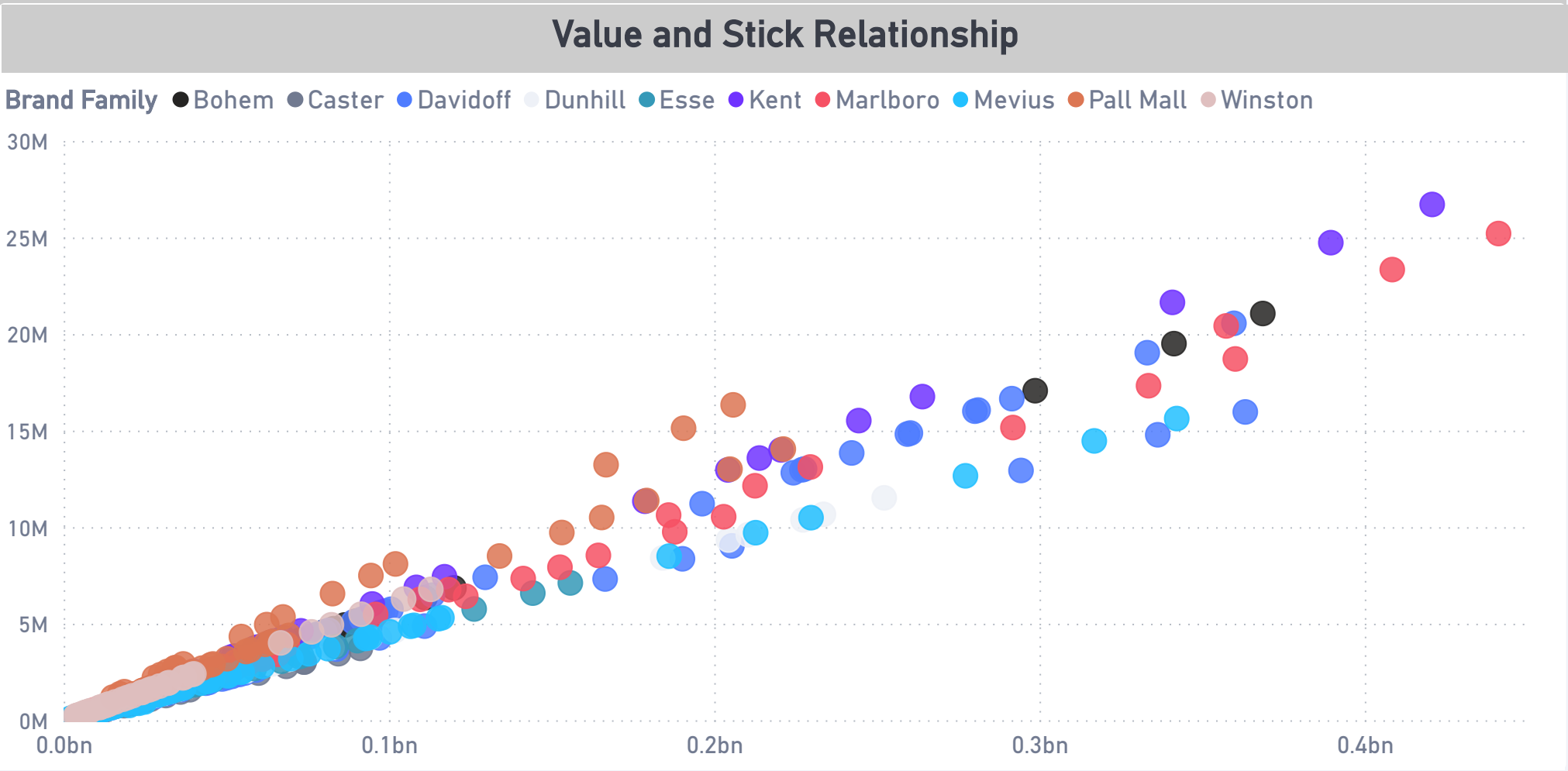
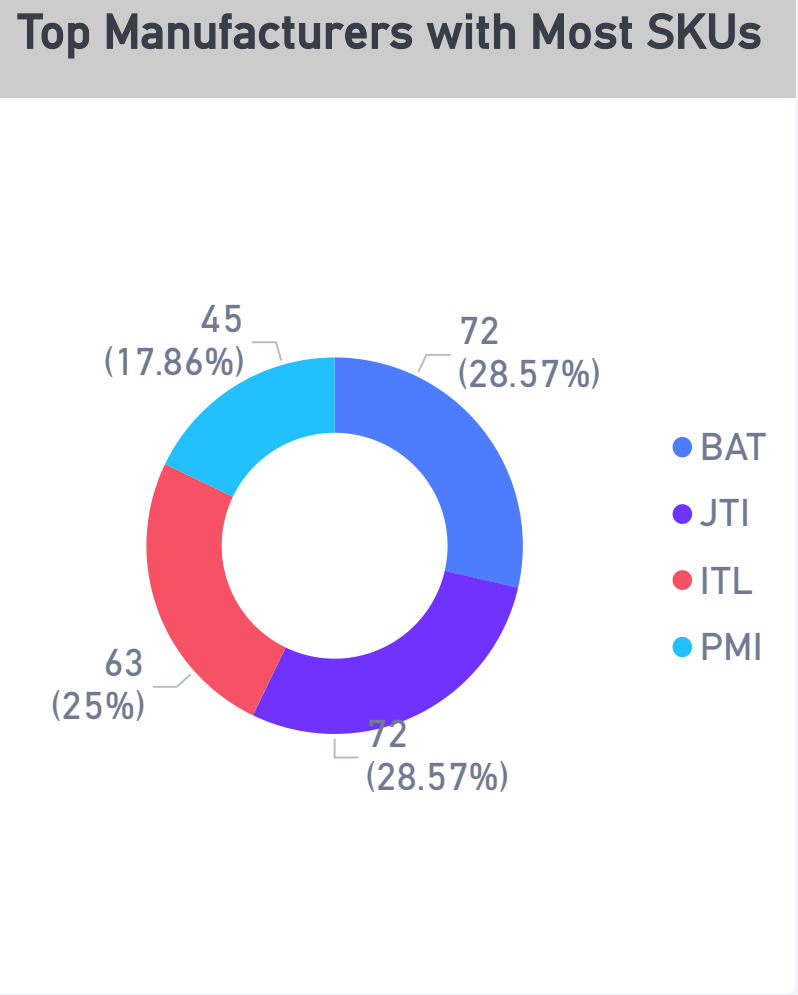
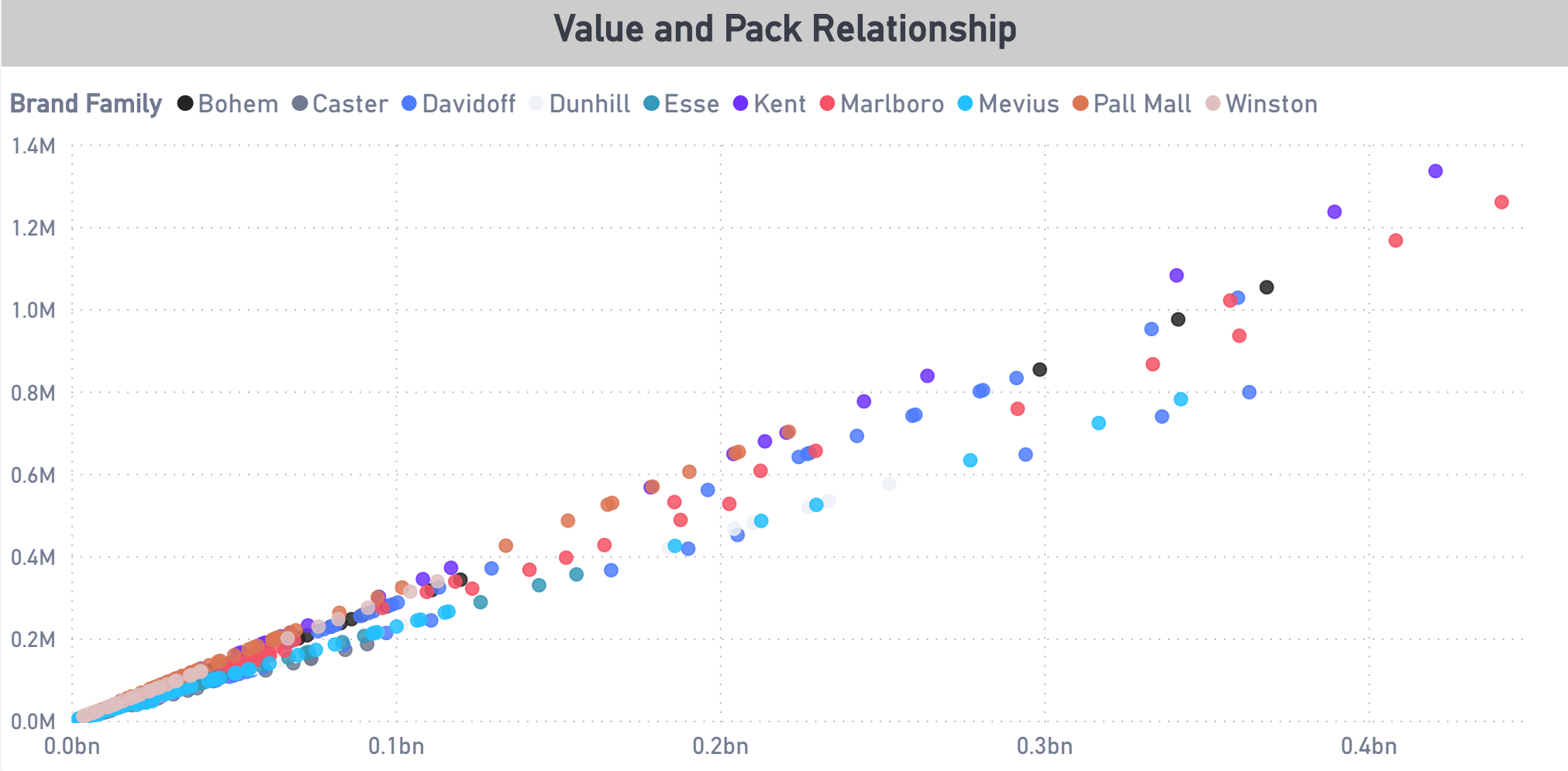
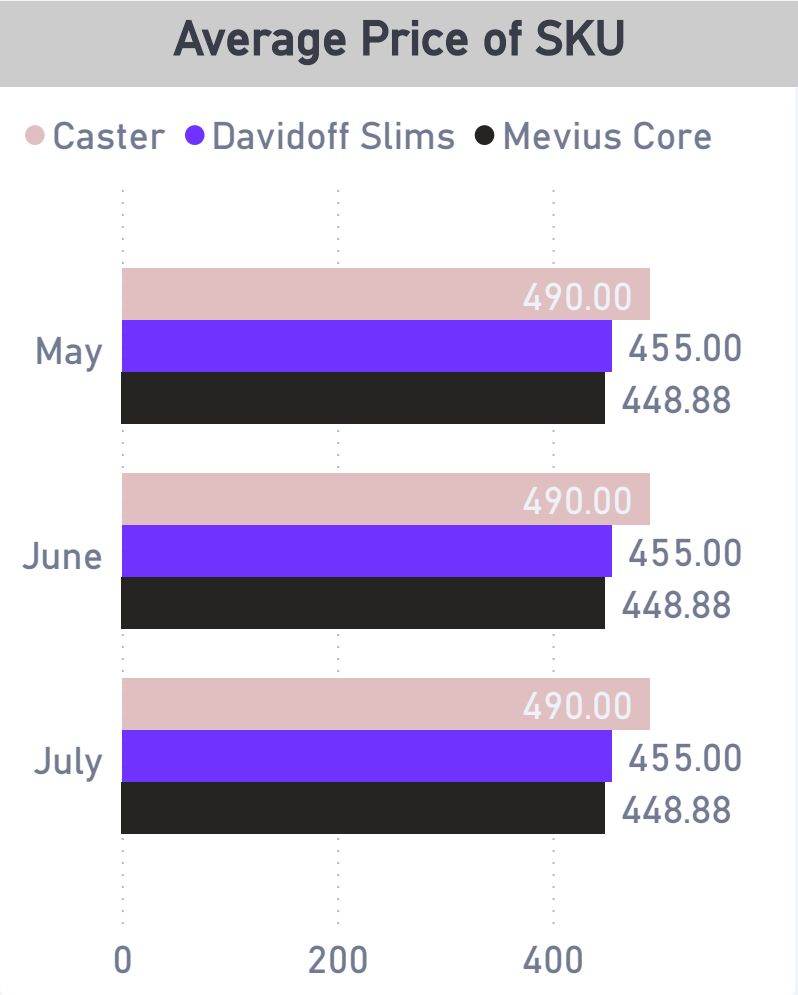
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SKU MOM%		
SKU	June	July
Bohem No. 1	14.29%	8.00%
Bohem No. 3	14.29%	8.00%
Bohem No. 6	14.29%	8.00%
Caster Classic 7	14.29%	8.00%
Caster Harmonic 3	14.29%	8.00%
Caster Symphonic 5	14.29%	8.00%
Davidoff Absolute 10mg	14.29%	-5.60%
Davidoff Absolute 1mg	14.29%	8.00%
Davidoff Absolute 4mg	14.29%	8.00%
Davidoff Absolute 7mg	14.29%	-5.89%
Davidoff Slims Blue	14.29%	-9.30%
Davidoff Slims Gold	14.29%	-3.92%
Davidoff Slims White	14.29%	-3.66%
Dunhill FC 1mg Tube	14.29%	8.00%
Dunhill FC 4mg Tube	14.29%	8.00%
Dunhill FC 7mg Tube	14.29%	8.00%
Esse Black 4mg	14.29%	8.00%
Esse Blue	14.29%	17.93%
Esse Blue Change 4mg	14.29%	5.90%
Esse Grape 1mg	14.29%	0.32%
Esse Green	14.29%	8.00%
Esse Silver 1mg	14.29%	8.00%
KENT ss 1mg	14.29%	8.00%
KENT SS Spark 1mg	14.29%	8.00%
KENT SS Spark 5mg	14.29%	8.00%