

KW Length	Actual	Ideal	Gap
100	3.83	4.62	0.79
KS	96.10	115.14	19.05
LONG SIZE	0.00	5.77	5.77
> KS	0.06	2.42	2.36
REGULAR SIZE	0.00	10.86	10.86

KW Flavor	Actual	Ideal	Gap
Menthol	0.41	0.95	0.54
Menthol Caps	0.01	2.96	2.94
NTD	0.00	0.26	0.26
NTD Caps	2.05	40.00	37.95
Regular	97.52	94.65	-2.87

KW Taste	Actual	Ideal	Gap
1mg	0.00	2.79	2.79
Full Flavor	81.67	103.52	21.85
Lights	4.63	21.35	16.72
Ultralights	13.69	11.15	-2.55

KW Thickness	Actual	Ideal	Gap
SLI	25.61	3.92	-21.69
SSL	2.80	1.66	-1.15
STD	71.57	133.23	61.65

KW Flavor	VOL_%	PMI_VOL_%	Ideal_%	Market_vs_Ideal_Gap	PMI_vs_Ideal_Gap	Market_vs_Market_Gap
Menthol	0.00	0.00	0.95	-0.95	-0.95	0.00
Menthol Caps	0.00	0.00	2.96	-2.96	-2.96	0.00
NTD	0.00	0.00	0.26	-0.26	-0.26	0.00
NTD Caps	0.17	0.27	40.00	-39.83	-39.73	0.10
Regular	99.83	99.73	94.65	5.18	5.08	-0.10

KW Taste	VOL_%	PMI_VOL_%	Ideal_%	Market_vs_Ideal_Gap	PMI_vs_Ideal_Gap	Market_vs_Market_Gap
1mg	0.00	0.00	2.79	-2.79	-2.79	0.00
Full Flavor	82.88	81.56	103.52	-20.64	-21.96	-1.32
Lights	5.34	0.00	21.35	-16.01	-21.35	-5.34

Ultralights	11.78	18.44	11.15	0.64	7.30	6.66
-------------	-------	-------	-------	------	------	------

KW Thickness	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_G	MI_vs_Ideal_Gal	vs_Market_G
SLI	22.13	32.54	3.92	18.20	28.61	10.41
SSL	3.57	0.00	1.66	1.91	-1.66	-3.57
STD	74.31	67.46	133.23	-58.92	-65.76	-6.84

KW Length	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_G	MI_vs_Ideal_Gal	vs_Market_G
100	4.11	0.00	4.62	-0.51	-4.62	-4.11
KS	95.89	100.00	115.14	-19.26	-15.14	4.11
LONG SIZE	0.00	0.00	5.77	-5.77	-5.77	0.00
> KS	0.00	0.00	2.42	-2.42	-2.42	0.00
REGULAR SIZE	0.00	0.00	10.86	-10.86	-10.86	0.00

**ap**

**ap**

ap

ap