

JJ Length	Actual	Ideal	Gap
100	49.20	57.55	8.34
KS	50.80	114.04	63.25
LONG SIZE	0.00	1.00	1.00
> KS	0.00	6.30	6.30
REGULAR SIZ	0.00	0.36	0.36

JJ Flavor	Actual	Ideal	Gap
Menthol	1.57	9.31	7.74
Menthol Caps	3.82	9.01	5.18
NTD	0.00	5.60	5.60
NTD Caps	33.75	80.00	46.25
Regular	60.85	75.33	14.48

JJ Taste	Actual	Ideal	Gap
1mg	0.00	2.16	2.16
Full Flavor	93.78	152.99	59.21
Lights	6.22	18.75	12.53
Ultralights	0.00	5.35	5.35

JJ Thickness	Actual	Ideal	Gap
MAG	0.00	0.26	0.26
SLI	2.53	4.29	1.76
SSL	47.72	44.34	-3.39
STD	49.75	130.37	80.62

JJ Flavor	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_	MI_vs_Ideal_Ga	I_vs_Market_Gap
Menthol	0.45	0.00	9.31	-8.86	-9.31	-0.45
Menthol Caps	3.77	7.44	9.01	-5.24	-1.56	3.67
NTD	0.00	0.00	5.60	-5.60	-5.60	0.00
NTD Caps	32.87	17.72	80.00	-47.13	-62.28	-15.15
Regular	62.91	74.84	75.33	-12.42	-0.49	11.93

JJ Taste	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_	MI_vs_Ideal_Ga	I_vs_Market_Gap
1mg	0.00	0.00	2.16	-2.16	-2.16	0.00
Full Flavor	93.09	92.08	152.99	-59.91	-60.92	-1.01
Lights	6.91	7.92	18.75	-11.84	-10.83	1.01
Ultralights	0.00	0.00	5.35	-5.35	-5.35	0.00

JJ Thickness	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_	MI_vs_Ideal_Ga	I_vs_Market_Gap
MAG	0.00	0.00	0.26	-0.26	-0.26	0.00
SLI	2.35	7.92	4.29	-1.94	3.64	5.58
SSL	52.22	0.00	44.34	7.88	-44.34	-52.22
STD	45.44	92.08	130.37	-84.93	-38.29	46.64

JJ Length	VOL_%	PMI_VOL_%	Ideal_%	rket_vs_Ideal_	MI_vs_Ideal_Ga	I_vs_Market_Gap
100	53.87	0.00	57.55	-3.68	-57.55	-53.87

KS	46.13	100.00	114.04	-67.91	-14.04	53.87
LONG SIZE	0.00	0.00	1.00	-1.00	-1.00	0.00
> KS	0.00	0.00	6.30	-6.30	-6.30	0.00
REGULAR SIZE	0.00	0.00	0.36	-0.36	-0.36	0.00