

interoffice

MEMORANDUM

LORILLARD TOBACCO COMPANY

Market Planning and Information Dept. (MPID)

August 12, 1998

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FROM: S. L. Evans

RE: **MSA NATIONAL DATA SUMMARY - JUNE 1998**

Enclosed are three books of key national volume and share trends for total industry, companies, segments, and brands based on MSA data through June 1998. The MSA National Summary Tables provide overviews of major product segments and brand families by company which are itemized in the Table of Contents. In each segment, all brands with a share of .01% or more for the most recent 12-month period are listed in order of importance. Data are shown for total 1997, current 12-month and year-to-date periods versus prior year, and the latest five consecutive 3-month periods.

INDUSTRY VOLUME

For June 1998, total industry shipments of 41.954 billion units were -.867 billion units or -2.0% below last year's total of 42.821 billion. Full Price volume was down -2.4%, while Discount volume was down -.9%. (See Table 1).

On a year-to-date basis, total industry shipments of 224.090 billion units were down -7.044 billion units or -3.0% versus last year's total of 231.134 billion. Both Full Price (-1.9%), and Discount Price (-6.0%) contributed to the overall loss.

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