

**INDUSTRY  
OVERVIEW**

TO MOST CLEARLY SHOW HOW LORILLARD'S PERFORMANCE RELATES TO THAT OF THE INDUSTRY AS WELL AS COMPETITIVE COMPANIES BY PRICE SEGMENT AND BRAND, THIS OVERVIEW CONCENTRATES ON SHARE OF MARKET TRENDS FOR EACH. DATA ARE BASED ON THE LATEST AVAILABLE YEAR-TO-DATE PERIOD ENDING SEPTEMBER 1995 VERSUS THE SAME NINE MONTHS A YEAR AGO.

**COMPANIES**

LOOKING FIRST AT COMPANIES, ONLY TWO HAVE GAINED SHARE IN 1995 -- THAT IS, PHILIP MORRIS, DUE TO FULL-PRICE INCREASES COMING ALMOST ENTIRELY FROM MARLBORO, AND LORILLARD, WHICH IS THE ONLY MANUFACTURER SHOWING BOTH FULL-PRICE AND DISCOUNT GROWTH.

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