

# Abal Hnos SA in Tobacco (Uruguay)

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## Abstracts

Abal Hnos, the local subsidiary of Philip Morris, continues to fight to maintain its share in a particularly adverse environment, which forced the company to abandon seven of the 12 products it previously commercialised. Further streamlining its local operations, the company closed down its factory in October 2011 and currently operates as an importer. Abal Hnos continues to bring innovations to the market, launching new products despite the advertising ban, but so far with little success.

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