

# Cigarros La Tabacalera Mexicana SA de CV (CIGATAM) in Tobacco (Mexico)

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## Abstracts

The company's strategy is based on the consolidation of its premium, mid-priced and economy offer, through its leading brands, Marlboro, Benson & Hedges and Delicados. Marlboro, alone, accounted for more than one half of retail volume sales of cigarettes in Mexico in 2012. Philip Morris International Inc, the parent company, is careful to offer a brand for all tastes, preferences and budgets.

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## Contents

Strategic Direction

Key Facts

Summary 1 Cigarros La Tabacalera Mexicana SA de CV (CIGATAM): Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Cigarros La Tabacalera Mexicana SA de CV (CIGATAM): Competitive Position 2012

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