

Gudang Garam Tbk PT in Tobacco (Indonesia)

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Abstracts

Despite gradually losing share in cigarettes towards 2014, Gudang Garam managed to maintain its leading position in machine-made cigarettes in the country up to the end of the review period. The company is expected to maintain its lead over the forecast period, despite more intense competition, especially from its closest competitor, HM Sampoerna. In the forecast period Gudang Garam has the potential to focus on its lower tar low-nicotine kretek brand, Surya Pro Mild, which was launched during...

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