

Japan Tabaco International Portugal Lda in Tobacco (Portugal)

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Abstracts

The subsidiary has slightly different brand positioning in Portugal than its parent Japan Tobacco Inc has in other markets. Camel, a mid-priced brand in Portugal, benefits from wide recognition and popularity, although it is not supported by the full range of subbrands found in other markets. Winston (NBO Imperial Tobacco Group/Imperial Brands; GBO Japan Tobacco) gained retail volume share gradually in Portugal, as consumers looked for cheaper alternatives in light of rising prices caused by tax...

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