

Japan Tobacco Inc in Soft Drinks (Japan)

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Abstracts

Japan Tobacco recognises that sales of tobacco are increasingly mature, and are likely to suffer during the forecast period from a growing consumer focus on health and wellness. Consequently, the company is keen to expand its range, which should result in further new product developments in soft drinks. In addition to nurturing its leading brand, Roots, the company aims to strengthen the Momo no Tennensui brand over the forecast period.

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