

# Japan Tobacco International (Singapore) Pte Ltd in Tobacco (Singapore)

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## Abstracts

Japan Tobacco International (Singapore) is set to continue launching innovative new products in an effort to appeal to value-conscious consumers in light of the ongoing downtrading trend. At the same time, it is set to increase its presence in flavour capsule cigarettes as well as offering longer cigarettes to differentiate its brands from those of its competitors.

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