

JT International France SAS in Tobacco (France)

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Abstracts

Unlike its performance in other countries, such as Russia, JT International is not doing quite as badly in France. Admittedly, its Ploom brand failed to succeed in France in 2013/2014. However, its focus on a limited number of brands in cigarettes seemed to pay off in 2014. Brands such as Camel and Winston are expected to grow as they attract consumers through their price positioning and new brand universe. New pack formats, and innovations such as menthol capsules in a filter, adapt its...

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