

JT International Tobacco (M) Sdn Bhd in Tobacco (Malaysia)

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Abstracts

JT International Tobacco (M) is expecting a boom in illegal cigarette trade as well as increasing popularity of vapour products, thus the company will further launch new products in a bid to attract consumers' interest and attention. The company is expected to come up with innovative products to attract consumers, such as it did in early April when the company developed Mevius Aroma, a product with a caramel macchiato aroma in cigarettes that is totally new to the market.

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