

JTI Sweden AB in Tobacco (Sweden)

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Abstracts

JTI Sweden is seeking to maintain its leading position in cigarettes through investment in innovation. It will also consider launching less harmful alternatives to cigarettes, such as heated tobacco products, although probably not in Sweden over the forecast period due to the country's low smoking prevalence. JTI Sweden will also continue to market its LD and Gustavus Swedish-style snus brands, although snus will likely not be a focus area for the company.

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Contents

Strategic Direction

Key Facts

Summary 1 JTI Sweden AB: Key Facts

Summary 2 JTI Sweden AB: Operational Indicators

Production

Summary 3 JTI Sweden AB: Production Statistics 2016

Competitive Positioning

Summary 4 JTI Sweden AB: Competitive Position 2016

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