

Philip Morris AB in Tobacco (Sweden)

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Abstracts

Offering a wide range of products from the economy to the premium segment will remain a key focus for Philip Morris. The company will also continue to focus on its premium positioned Marlboro brand and L&M economy brand. The company will consider shaping its profile according to the strong health and wellness trend in order to retain and recruit new consumers. It will probably not launch its heated tobacco products in Sweden over the forecast period due to the country's low smoking prevalence.

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