

Philip Morris CR as in Tobacco (Czech Republic)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PE08D0CF496EN

Abstracts

Philip Morris CR will continue to make great efforts with its production and the new product development of cigarettes and is not expected to lose its leading position within the category. Moreover, other tobacco categories will be the target of the company, such as vapour products, as the company plans to launch its IQOS brand in heated tobacco over the forecast period.

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