

# Philip Morris Eesti OÜ in Tobacco (Estonia)

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## Abstracts

Philip Morris Eesti OÜ intends to maintain its leading position and further grow the share of its brands in the Estonian cigarettes category, with a particular emphasis on retaining the lead in sales of premium priced products. In 2016, the company continued the development of its brand portfolio and introduced several cigarette brands to the market in order to stay ahead in an increasingly competitive environment.

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