

# Philip Morris GmbH in Tobacco (Germany)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PA129FB36E3EN

## Abstracts

With a strong portfolio which includes the most popular cigarette brand in the country, Marlboro, Philip Morris is well positioned in the German market. It is expected that the company will continue to heavily advertise Marlboro as well as its second largest mid-priced brand L&M on billboards until the ban on this marketing channel comes into effect in 2020. To compensate for the expected decline in sales of cigarettes, the company is expected to speed up the distribution of its heated tobacco d...

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