

Philip Morris Holland BV in Tobacco (Netherlands)

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Abstracts

Philip Morris Holland remained the leading player in cigarettes in the Netherlands in 2016 with a volume share of 40%. The company is likely to continue to invest in the Dutch market even though a decline in cigarette sales is expected over the forecast period. As a result, Philip Morris Holland is set to increasingly focus on vapour products and heated tobacco. In 2017, the company launched iQOS in the Netherlands, a “heat-not-burn” device which is likely to appeal to Dutch smokers who are conc...

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