

Philip Morris International Inc in Tobacco (Russia)

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Abstracts

Philip Morris is likely to focus further on innovation over the forecast period. However, given the ban on point-of-sale displays and the marketing of cigarettes, the company may focus its efforts on vapour products. It could also extend popular cigarette brands such as Bond Street or Marlboro into RYO tobacco as it seeks to cater for increasingly price-sensitive consumers. The company's product range was impacted by a ban on Swedish-style snus from January 2016, in which it offered the Parliame...

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