

Philip Morris Korea Inc in Tobacco (South Korea)

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Abstracts

Philip Morris Korea aims to continue to increase its market share, whilst constantly generating solid profit margins in Korea. Its Marlboro brand is one of the best-known foreign cigarette brands in Korea. Therefore, it has long-established loyal customers to help maintain a stable share regardless of the market environment. Philip Morris Korea is going to launch IQOS, the first heated tobacco product in South Korea, in June 2017. This brand is going to play an important role in generating long-...

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Contents

Strategic Direction

Key Facts

Summary 1 Philip Morris Korea Inc: Key Facts

Summary 2 Philip Morris Korea Inc: Operational Indicators

Production

Summary 3 Philip Morris Korea Inc: Production Statistics 2016

Competitive Positioning

Summary 4 Philip Morris Korea Inc: Competitive Position 2016

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