

Philip Morris Latvia SIA in Tobacco (Latvia)

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Abstracts

Philip Morris will continue to play an important role in fighting illicit trade in the Latvian tobacco market over the forecast period. In addition, it is expected the company will continue to expand its already broad cigarettes portfolio via the addition of both lower- and higher-priced products, an approach that proved highly successful in 2016. In line with its global strategy, the company will also continue rolling out its IQOS heated tobacco range in Latvia. It is expected that these produc...

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