

Philip Morris Magyarország Kft in Tobacco (Hungary)

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Abstracts

Philip Morris Magyarország aims to remain a key player in Hungarian tobacco. Although the Hungarian category is expected to decline further over the forecast period, the company will ensure the presence of its popular brands and will focus on categories which are expected to benefit from falling cigarette sales. Therefore the company will continue to launch new products in RYO tobacco and cigarillos between 2014 and 2019.

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Contents

Strategic Direction

Key Facts

Summary 1 Philip Morris Magyarország Kft: Key Facts

Summary 2 Philip Morris Magyarország Kft: Operational Indicators

Production

Competitive Positioning

Summary 3 Philip Morris Magyarország Kft: Competitive Position 2014

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