

# Philip Morris Brasil Indústria e Comércio Ltda in Tobacco (Brazil)

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## Abstracts

The second largest tobacco company in Brazil, Philip Morris, invests mainly in the Marlboro brand in the premium segment due to the struggles faced by its lower-priced competitors amidst high levels of the illicit sales and the economic downturn. Like the leading player in tobacco in Brazil Souza Cruz, the company faces the negative impact of the consistent increases in taxation on cigarettes, which continue to affect its profit margins.

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