

Philip Morris Perú SA in Tobacco (Peru)

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Abstracts

Philip Morris Perú continues to consolidate its position over the premium and economy segments. Marlboro is the premium brand that keeps on innovating to maintain share, and the more promoted in terms of point-of-sale displays.

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Contents

Strategic Direction

Key Facts

Summary 1 Philip Morris Perú SA: Key Facts

Summary 2 Philip Morris Perú SA: Operational Indicators

Production

Competitive Positioning

Summary 3 Philip Morris Perú SA: Competitive Position 2016

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