

Philip Morris Productos y Servicios S de RL de CV in Tobacco (Mexico)

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Abstracts

Philip Morris is the leading company in cigarettes in Mexico. Its strategy is focused on offering brands for all tastes, preferences and budgets, and it includes frequent innovation to maintain consumer preference. The company has not made any formal announcement about its plans to introduce heat-not-burn products in Mexico. However, it is likely that the company will consider launching its iQOS brand.

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