

# Philip Morris Sabanci Pazarlama ve Satis AS in Tobacco (Turkey)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: P75EAFBB5B3EN

### **Abstracts**

Philip Morris Sabanci Pazarlama ve Satis AS aims to further consolidate its leading position within cigarettes through new product launches that closely follow changing consumer preferences. Additionally, the company aims to focus more on its new heated tobacco product that is expected to be launched in 2018.

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