

Philip Morris Singapore Pte Ltd in Tobacco (Singapore)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PBF5E93AFADEN

Abstracts

Over the forecast period, Philip Morris Singapore is expected to continue launching new product variants catering to the growing trend of flavour capsule cigarettes as well as the widening taste preference of consumers. Moreover, the new product launches aim to strengthen its market leadership and consumer loyalty before the implementation of the point-of-sale display ban taking effect in August 2017.

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