

Philip Morris Spain SA in Tobacco (Spain)

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Abstracts

The declining prevalence of smoking in Spain, linked to the growing concern around health issues, is resulting in companies increasingly looking for less harmful ways for consumers to smoke tobacco. Innovation is one of the key strategies used by Philip Morris in Spain in order to strength its position as a leading player. This innovation is set to be its crucial goal in the coming years, especially after the launch at the end of 2016 of its new heated tobacco product, IQOS.

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