

# Philip Morris Zagreb doo in Tobacco (Croatia)

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## Abstracts

Without its own manufacturing facility in Croatia, Philip Morris Zagreb has seen BAT Hrvatska take over leadership from TDR and put an end to its aspirations to become the leading player on the market. However, with factories in neighbouring countries, Philip Morris Zagreb is satisfied with the result in Croatia, particularly of Marlboro, which is now the most sold umbrella brand in Croatia. Now that BAT Hrvatska has renounced all traditional Croatian brands, the race is on between the two leade...

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