

Sampoerna Tbk PT, HM in Tobacco (Indonesia)

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Abstracts

The company's leadership in "lighter" high tar cigarettes will remain undisputed primarily through its A Mild brand commanding the largest share in the category. Despite in 2012 the brand shifting to the premium-priced band under Euromonitor's definition due to continuous price increase, A Mild's consumer base is expected to be retained through growing disposable incomes over the forecast period. While enjoying a sizeable consumer base in the premium segment, the company's strategy in expanding...

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