

Swedish Match AB in Tobacco (Sweden)

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Abstracts

As Swedish Match's core business in Sweden is the manufacture and sale of Swedish-style snus, the company will continue to envision "a world without cigarettes" and offer its Swedish-style snus products as an alternative to them. The company will seek to further develop its product portfolio in both the premium and economy segments, having been a latecomer to the latter, resulting in its share falling over the review period. Swedish Match will also focus on promoting its products in foreign mark...

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