

Swedish Match Norge AS in Tobacco (Norway)

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Abstracts

Swedish Match Norge AS was embroiled in a tough battle in smokeless tobacco with Imperial Tobacco Norway AS in 2012. The company is launching a range of brand extensions targeted at the younger demographic, such as The Lab Series 05 and 06 and Nick & Johnny Crushed Ice, in an effort to attract those younger consumers which Imperial Tobacco Norway AS captured in 2012 through the success of Skruf.

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