

Tabacalera Costarricense SA in Tobacco (Costa Rica)

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Abstracts

Tabacalera Costarricense SA, a subsidiary of Philip Morris International Inc, is anticipated to continue leading cigarettes sales in Costa Rica over the forecast period, and to strengthen the broad recognition of its major mid-priced and premium brands Derby and Marlboro. The company shall continue to rely on brand extensions to maintain the popularity of its main brands, using capsule filters and packaging innovations to maintain its relevance amongst most mid- and higher-income local smokers t...

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