

# Taiwan Tobacco & Liquor Corp in Tobacco (Taiwan)

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## Abstracts

Taiwan Tobacco & Liquor Corp is expected to further pursue its expansion in higher price bands, as a means of competing directly with multinational players' brands, for younger consumers in particular. The company must also at the same time protect its long-established brands, and retain its loyal smokers, even as it continues to make this shift.

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## Contents

Strategic Direction

Key Facts

Summary 1 Taiwan Tobacco & Liquor Corp: Key Facts

Summary 2 Taiwan Tobacco & Liquor Corp: Operational Indicators

Production

Summary 3 Taiwan Tobacco & Liquor Corp: Production Statistics 2016

Competitive Positioning

Summary 4 Taiwan Tobacco & Liquor Corp: Competitive Position 2016

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