

Japan Tobacco Inc in Tobacco

April 2023

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COMPETITIVE POSITIONING

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CATEGORY AND GEOGRAPHIC FOCUS

Cigarettes: Russia and Japan report large declines in combustible cigarettes Cigarettes: Geographic expansion partly offsets declines in key markets Cigars and cigarillos in Japan set to decline over 2021-2026 Cigarillos driving growth as price fighter alternative Further expansion in heated tobacco sales projected for 2021-2026 Japan Tobacco concentrates efforts on fewer e-vapour markets to grow

KEY FINDINGS

Key findings

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