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Press Information

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FREE SUPER SLIMS MARKET REPORT FROM FILTRONA

Filtrona Filter Products has worked exclusively with Euromonitor International to produce a Slim/Super Slim market report which is now available for free direct from Filtrona. Those wishing to receive a copy of the report can do so by e-mailing filtersenquiries@filtrona.com.

The report looks at Slim/Super Slim cigarette penetration by region and provides key information on the largest Slim/Super Slim market in the world – South Korea - as well as identifying the Top 3 Slim/Super Slim countries by volume. It also analyses potential growth areas for the market and looks specifically at the significant increase in the size of the Slim/Super Slim market in Russia.

The report then goes on to discuss Slim/Super Slim product developments including new products and new markets, as well as established brands in mature markets. Finally, the report summarises the main global trends in Slims and Super Slims.

To find out more about Filtrona Filter Products, its services and its highly innovative product line-up, visit the company's website at www.filtronafilters.com

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