Relevant news and research

10.9 Brand portfolio strategies in the Australia market

Last updated January 2021

Research:

10.9.5 Proliferation of roll-your-own product offerings

News reports:

10.9.5 Proliferation of roll-your-own product offerings

Research:


10.9.5 Proliferation of roll-your-own product offerings


News reports:


NSW Retail Tobacco Traders’ Association. The Australian Retail Tobacconist, 2016; 99(July-August-September).


Greenland SJ. Cigarette brand variant portfolio strategy and the use of colour in a darkening market. Tobacco Control, 2015; 24:e65–e71. Available from: http://tobaccocontrol.bmj.com/content/24/e1/e65


10.9.5 Proliferation of roll-your-own product offerings

