

# Agio Cigars in Tobacco (Netherlands)

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## **Abstracts**

Agio Cigars is focusing its strategy on giving more marketing attention to its premium cigars in its home territory of the Netherlands. The company has traditionally built a strong position in mid-priced cigars, but having identified a shift towards premium handmade cigars, the company is willing to take steps to capture this trend. While local demand for cigars is declining and is expected to decline further, the company is also set to gear its activities towards increasing its exports to...

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