

Al Nakhla Tobacco Co SAE in Tobacco (Egypt)

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Abstracts

Al Nakhla Tobacco will continue to focus on maintaining its lead within pipe tobacco in Egypt, partly by improving its appeal to price-conscious consumers. It is also expected to place a stronger focus on exports, particularly in light of its acquisition by Japan Tobacco Inc in 2013. In this context, it will also expand its premium brands, especially those of flavoured pipe tobacco.

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