

Altadis SA in Tobacco (Spain)

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Abstracts

No great changes are expected in the company's strategy over the forecast period. Much in line with the actions taken over the review period, Altadis is expected to continue its crusade against smuggling and other forms of illicit tobacco occurring in the country. Altadis is set to remain amongst the leaders in Spanish tobacco given its wide product portfolio and extensive distribution network across the country. The company is set to consolidate its agreement with the Spanish Agriculture Minist...

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