

# Austria Tabak GmbH in Tobacco (Austria)

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## Abstracts

Being a former domestic company which is now owned by a big global player, Japan Tobacco International, Austria Tabak is aiming to attract consumers by preserving its former name, with which many Austrians feel a connection. Nevertheless, JTI has decided to push mainly its international flagship brands which are owned by JTI Austria GmbH in Austria and this is continuously hurting Austria Tabak's volume share.

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## Contents

Strategic Direction

Key Facts

Summary 1 Austria Tabak GmbH: Key Facts

Company Background

Production

Competitive Positioning

Summary 2 Austria Tabak GmbH: Competitive Position 2013

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