

Baltic Sales Network Sia in Tobacco (Latvia)

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Abstracts

Baltic Sales Network will continue working to strengthen the competitive positions of its most successful products and brands in Latvian tobacco over the forecast period. In particular, it is expected to focus on bolstering its presence in smoking tobacco and mid-priced cigarettes, which are likely to be the main beneficiaries of further declines in the illicit cigarettes trade. The company continued to expand its cigarettes portfolio in 2016, introducing a number of lower-priced products under...

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