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BAT Pecsi Dohanygyar Kft in Tobacco (Hungary)

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Abstracts

BAT Pécsi Dohánygyár Kft aims to maintain its key position in the narrowing Hungarian tobacco arena. In spite of recent negative measures implemented by the Hungarian government the company will continue to invest in new product development and will operate its domestic factory in Pécs. The company aims to increase its share within RYO tobacco and especially in cigarillos, targeting Hungarian consumers who switch to cheaper variants of cigarettes to save money.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars, Smokeless Tobacco, Smoking Tobacco, Vapour Devices.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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