

BAT Pecsí Dohánygyár 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 cigarrillos, targeting Hungarian consumers who switch to cheaper variants of cigarettes to save money.

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