

# British American Tobacco Belgium SA in Tobacco (Belgium)

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## Abstracts

British American Tobacco (BAT) maintained its ranking of second in cigarettes in Belgium in 2016 thanks to the popularity of its flagship brands Lucky Strike and Pall Mall. The company plans to consolidate its business around these so-called “global drive brands”, while it is set to progressively discontinue local and niche brands. The migration of the Belga brand to Lucky Strike is one example of this strategy.

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