

British American Tobacco Caribbean & Central America in Tobacco (Costa Rica)

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Abstracts

British American Tobacco Caribbean & Central America (BATCCA) is anticipated to remain focused on adapting to the changing tobacco sales dynamics over the forecast period. It is likely to provide additional levels of innovation for local smokers (mostly through flavour capsule proposals in the cigarettes category), while evaluating the potential of participating in other, developing, categories such as vapour products, where the company has already developed closed vaping systems and heated toba...

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Contents

Strategic Direction

Key Facts

Summary 1 British American Tobacco Caribbean & Central America: Key Facts

Production

Competitive Positioning

Summary 2 British American Tobacco Caribbean & Central America: Competitive Position 2016

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