

British American Tobacco Caribbean & Central America in Tobacco (Guatemala)

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Abstracts

British American Tobacco Caribbean & Central America is one of only two major players present in cigarettes in Guatemala. Over the forecast period, it will continue to innovate in an effort to maintain its retail volume share in the category and reach new consumers.

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.

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