

British American Tobacco Co (Hong Kong) Ltd in Tobacco (Hong Kong, China)

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Abstracts

Over the forecast period, British American Tobacco Co (Hong Kong) is expected to focus on investing in consumer research studies to steer its product innovation efforts, including in the areas of flavour and packaging. This is set to help the company retain its leading position in cigarettes, a position which it has developed through its ability to rejuvenate its offerings and sustain consumer interest in its brands.

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Contents

Strategic Direction

Key Facts

Summary 1 British American Tobacco Co (Hong Kong) Ltd: Key Facts

Production

Competitive Positioning

Summary 2 British American Tobacco Co (Hong Kong) Ltd: Competitive Position 2016

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