

British American Tobacco CR sro in Tobacco (Czech Republic)

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Abstracts

British American Tobacco CR will continue to strongly focus on cigarettes which will be the mostly profitable tobacco category. However, as an increasing number of consumers are predicted to switch from cigarettes to other tobacco products, such as smoking tobacco or vapour products, the company may decide to increase its activities within these categories. An increasing number of product launches within smokeless tobacco are expected to strengthen the company's dominant position in the category...

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