

# British American Tobacco del Perú SAC in Tobacco (Peru)

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## Abstracts

BAT is looking to maintain its leading position in the tobacco market, with high participation in premium and medium brands through development of new products.

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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**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Use five-year forecasts to assess how the market is predicted to develop.

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