

# British American Tobacco (Germany) GmbH (BAT) in Tobacco (Germany)

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## Abstracts

Because of the tightening regulation of tobacco products, British American Tobacco (BAT) is shifting its focus to vapour products. Through the launch of its Vype ePen and Vype Pebble in 2016, two rechargeable closed vaping systems, BAT is getting involved relatively early on so as to gain an advantage over its main tobacco rivals. It is expected that the company will expand its range of e-cigarettes in the German market and also launch its heated tobacco device, Glo. In cigarettes and smoking to...

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