

British American Tobacco Hellas SA in Tobacco (Greece)

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Abstracts

Consolidation is set to be a key strategy for growth for British American Tobacco. The company has been delisting its least popular brands to focus on those with the best growth potential. The economy cigarettes segment will remain its primary point of focus given the good growth its Peter Stuyvesant brand has witnessed over the review period, even if the brand lost share in 2014.

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