

British American Tobacco Latvia SIA in Tobacco (Latvia)

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Abstracts

Since British American Tobacco Latvia closed its local production plant in 2009, the company has maintained its focus on the best possible importation options and marketing in the country. The company mostly imports its cigarettes from Poland. Due to recent changes in the tobacco industry in Latvia, British American Tobacco is likely to focus on maintaining a stronger presence in all price segments as illicit trade has started to decrease and there is new potential for growth in lower-end...

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