

British American Tobacco Netherlands BV in Tobacco (Netherlands)

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Date: July 2015

Pages: 2

Price: US\$ 572.00 (Single User License)

ID: B967C6066F9EN

Abstracts

British American Tobacco Netherlands is set to continue investing in the Netherlands despite the challenges the Dutch tobacco market is set to face during the forecast period. The company is set to retain a balanced portfolio of premium and value-for-money brands in cigarettes in order to better cope with anticipated further tax increases. Pall Mall and Lucky Strike are the company's major focus brands and these are likely to see more extensions aimed at consolidating the company's position in...

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