

British American Tobacco (Singapore) Pte Ltd in Tobacco (Singapore)

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Abstracts

Over the forecast period, British American Tobacco (Singapore) is expected to continue focusing on promoting its economy and mid-priced brands such as Lucky Strike and Viceroy, appealing to consumers involved in the downtrading trend. Although no new product offerings were observed in the category in 2016, the company is set to continue launching new products such as value packs containing additional cigarette sticks in order to distinguish its products from those of its competitors. This has se...

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