

British American Tobacco-SPb ZAO in Tobacco (Russia)

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Abstracts

British American Tobacco is likely to focus on innovation over the forecast period. Given the increasingly restrictive operating environment for cigarettes, the company could opt to launch vapour products in Russia as it seeks to diversify its product range. Within cigarettes, however, the company is likely to restructure its brand portfolio as a result of poor sales and the marketing and point-of-sale display ban introduced over the review period.

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