

British American Tobacco UK Ltd in Tobacco (United Kingdom)

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Abstracts

British American Tobacco faces a further decline in volume sales of cigarettes during the forecast period, and growing competition for smokers. The company is expected to diversify further, seeking to offer products which appeal to a wide range of consumers. This strategy is expected to result in further diversification in the company's portfolio, with much of this likely to focus on the dynamic category of RYO tobacco. Within cigarettes, the company is expected to target female smokers with...

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