

British American Tobacco Plc in Tobacco (World)

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Abstracts

British American Tobacco (BAT) is the world's second largest international tobacco company with dominance in Latin America and Australasia, and presence in each tobacco category.

Euromonitor International's British American Tobacco Plc in Tobacco (World) Company Profile offers detailed strategic analysis of the company's business, examining its performance in the Tobacco industry. The report examines company shares by region and sector, product developments, market and distribution strategies, challenges from the competition and future prospects. Use it to understand opportunities and threats facing the business and the factors driving success.

Product coverage: Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars and Cigarillos, Smokeless Tobacco, Smoking Tobacco, Vapour Products.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

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