

# Bulgartabac Holding AD in Tobacco (Bulgaria)

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## Abstracts

Bulgartabac will strive to remain the key player in the cigarettes category with a dominant share. Due to certain restrictions in the national regulations regarding competition, Bulgartabac is not looking to grow its cigarettes market share significantly in Bulgaria. Instead, the likely source of growth is international expansion in Central and Eastern Europe, Russia, the Middle East and Africa. Currently, the key markets for the export of cigarettes are countries in the Middle East such as...

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