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Continental Dohányipari ZRt in Tobacco (Hungary)

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Abstracts

Continental Dohanyipari ZRt's strategy is to dominate the economy segment with its locally produced, good price/quality rate products. It is focusing on growing its share in cigarillos and smoking tobacco, by releasing new economy brands and restructuring its portfolio toward the most successful brands. The company will continue to invest in growing its production capacity and develop it to produce higher quality products.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

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

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