

# 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.

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