

# Devidas Group Ltd in Tobacco (Israel)

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## Abstracts

Increases in taxation on tobacco products have driven a large shift towards RYO tobacco, a category which Devidas has led for several years. This provides an opportunity to capitalise on its position by expanding its product portfolio and distribution capabilities in order to minimise the share gains of international cigarette brands' RYO tobacco products. The tax increase on cigars has had a negative impact on its growth, but ultimately has not been great enough to affect the company's...

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## Contents

Strategic Direction

Key Facts

Summary 1 Devidas Group Ltd: Key Facts

Production

Competitive Positioning

Summary 2 Devidas Group Ltd: Competitive Position 2014

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