

# Imperial Tobacco Australia Ltd in Tobacco (Australia)

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## Abstracts

Imperial Tobacco Australia is an Australian-based, wholly-owned subsidiary of Imperial Brands Plc. The company has maintained its focus on its economy-priced John Player Special, the leading cigarette brand by retail volume in 2016. This strategy is in response to consumers trading down and buying tobacco products on the basis of price rather than brand name. With excise tax increases and trading down set to continue over the forecast period, a focus on economy brands will remain a priority for...

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