

# Imperial Tobacco Austria Marketing Service GmbH in Tobacco (Austria)

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## Abstracts

In the face of the increasingly pessimistic perspective of the tobacco industry in Austria, Imperial Tobacco Austria Marketing Service GmbH is likely to focus on the more stable areas such as cigarettes in the economy price band and smoking tobacco. With its broad range of popular brands it is in a good position to successfully defend its leading position for the foreseeable future.

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