

# Imperial Tobacco Group Plc in Tobacco (Saudi Arabia)

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## Abstracts

Imperial Tobacco Group aims to expand its volume shares in tobacco in Saudi Arabia by strengthening its brand positioning. It is expected that the company will soon start launching new brands in order to compete with its major rivals and respond to the emerging trends towards lower tar cigarettes and flavour capsule filters. The company is also expected to engage in more new product developments concerning packaging and pack design, especially in terms of products tailored for female and young...

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