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Imperial Tobacco Group Plc in Tobacco (United Arab Emirates)

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Abstracts

Even though the company has a large product portfolio in the country including cigarettes, cigars and smoking tobacco, its focus is mainly on cigarettes where the company is trying to maintain its leading position by launching innovation products, such as Davidoff Touch, targeting young professionals with high disposable income.

Euromonitor International Local Company Profiles are a concise set of briefings detailing the strategic direction taken by a company. Discover key contact details, the company background and their competitive positioning through this collection of snapshot company profiles.

Product coverage: Cigarettes, Cigarettes Including RYO Stick Equivalent, Cigars, Smokeless Tobacco, Smoking Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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