

Imperial Tobacco Hellas SA in Tobacco (Greece)

https://marketpublishers.com/r/l637F426AEFEN.html

Date: October 2013

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I637F426AEFEN

Abstracts

Given that the company is positioned in premium cigarettes, which was badly affected by the recession, Imperial Tobacco Hellas will focus on RYO tobacco over the forecast period. It will however try to boost its share within premium cigarettes through new launches that could stimulate consumer interest.

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.

Why buy this report?

Get a detailed picture of the Tobacco market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.



Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.



Contents

Strategic Direction

Key Facts

Summary 1 Imperial Tobacco Hellas SA: Key Facts

Summary 2 Imperial Tobacco Hellas SA: Operational Indicators

Company Background

Production

Summary 3 Imperial Tobacco Hellas SA: Production Statistics 2012

Competitive Positioning

Summary 4 Imperial Tobacco Hellas SA: Competitive Position 2012



I would like to order

Product name: Imperial Tobacco Hellas SA in Tobacco (Greece)

Product link: https://marketpublishers.com/r/l637F426AEFEN.html

Price: US\$ 150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer

Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/l637F426AEFEN.html

To pay by Wire Transfer, please, fill in your contact details in the form below:

i iiot iiaiiio.	
Last name:	
Email:	
Company:	
Address:	
City:	
Zip code:	
Country:	
Tel:	
Fax:	
Your message:	
	**All fields are required
	Custumer signature

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at https://marketpublishers.com/docs/terms.html

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970