

Imperial Tobacco Magyarország Kft in Tobacco (Hungary)

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Date: August 2015 Pages: 2 Price: US\$ 572.00 (Single User License) ID: IABC5FC9039EN

Abstracts

Imperial Tobacco Magyarország Kft is the leading player in RYO tobacco in Hungary however it lost significant share towards the end of the review period amid strengthening competition. The company aims to maintain its leading position and increase its share in RYO tobacco, since this category could benefit from high cigarettes prices.

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