

Imperial Tobacco Netherlands in Tobacco (Netherlands)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: I3ADF685686EN

Abstracts

Imperial Tobacco Netherlands is the leading company in fine cut tobacco in the Netherlands but is also active in other tobacco categories such as cigarettes and pipe tobacco. In order to generate growth in the Dutch market, Imperial Tobacco aims to strengthen and diversify its brand portfolio. For instance, the company has migrated its cigarette brand West to John Player Special, aiming to establish a strong and more consolidated brand. In fine cut tobacco, the company has added a new variant to...

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