

Imperial Tobacco Norway AS in Tobacco (Norway)

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Abstracts

Imperial Tobacco Norway will continue to focus on the growing smokeless tobacco category in Norway, with the leading snus brand Skruf being classified as a “specialist” brand by the mother company, and an important sales growth driver for the company. The Paramount and Eventyrblandning brands are expected to remain cash cows, providing the company with considerable revenue, but with very limited opportunities for growth.

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