

JT International Hellas AEBE in Tobacco (Greece)

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Abstracts

JT International Hellas will focus on both RYO tobacco and cigarettes over the forecast period, albeit with different strategies. Within RYO tobacco, its priority will be to maintain its leadership via the brand Old Holborn and grow the share of recently launched Camel. Within cigarettes, the company will use price reductions to strengthen its position. Following the repositioning of Camel, the company will try to keep its prices competitive in order to compete in a shrinking category.

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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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