

JT International Hellas SA in Tobacco (Greece)

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Abstracts

JT International Hellas will continue to invest heavily in its Old Holborn brand, which is the leading brand in fine cut tobacco in Greece. In cigarettes the company's primary focus will be upon Winston, which in view of its value-for-money positioning has been steadily gaining share, whilst JT International will also be investing in Camel, which has also displayed good growth potential given the increase it has witnessed in its volume share since 2012.

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Contents

Strategic Direction

Key Facts

Summary 1 JT International Hellas SA: Key Facts

Production

Summary 2 JT International Hellas SA: Competitive Position 2016

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