

# Karelia Bulgaria EOOD in Tobacco (Bulgaria)

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Date: December 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: K12461300FFEN

## Abstracts

It is expected that Karelia's long-term share will decline as brand loyalty gradually fades since it can neither match the extensive portfolio strength and innovation capabilities of global players JTI, Phillip Morris Bulgaria, British American Tobacco and Imperial tobacco, nor the market influence and consumer insight of local Bulgartabac and King's Tobacco. Karelia Bulgaria is not in a position to outspend any of the other players in their marketing efforts. However, it relies on the...

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