

Pipe Brebbia Srl in Tobacco (Italy)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: PF76C9B61EDEN

Abstracts

Over the forecast period, as in 2016, Pipe Brebbia is set to maintain its competitive position in pipe tobacco in Italy through investment in new product development and in new pipe smoking techniques. It aims to be the best in class in Italy. Specifically, the company is most likely to gradually focus more and more on the development of more expensive and exclusive products targeted at consumers with higher income levels. Simultaneously, it aims to increase the distribution of its established p...

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