

# Pöschl Tabak Gmbh & Co KG in Tobacco (Germany)

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### **Abstracts**

Pöschl Tabak will continue its marketing activities in smoking tobacco to defend the strong position that its brands achieved over the review period. The company is also keen to play a bigger role in cigarettes, in which it is only present with its additive-free brand Pueblo. Now that the new tobacco product regulations in the European Union have been agreed, the company will likely launch new products. The company is, however, expected to be careful with regard to investment in smokeless...

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