

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

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Date: November 2014

Pages: 3

Price: US\$ 150.00 (Single User License)

ID: PA0F75083B9EN

## Abstracts

Spain is a strategic market for the German company Pöschl Tabak, thanks to the success of the brand Pueblo in RYO tobacco. Pueblo is one of the most popular brands amongst the youngest smokers. In the coming years the company is expected to take advantage of the upwards trend in RYO tobacco in the country, and focus its attention on this category with the launch of new products.

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## Contents

Strategic Direction

Key Facts

Summary 1 Pöschl Tabak Gmbh & Co KG: Key Facts

Summary 2 Pöschl Tabak Gmbh & Co KG: Operational Indicators

Company Background

Production

Summary 3 Pöschl Tabak Gmbh & Co KG: Production Statistics 2013

Competitive Positioning

Summary 4 Pöschl Tabak Gmbh & Co KG: Competitive Position 2013

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