

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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