

Royal Agio Cigars NV in Tobacco (Netherlands)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: R6A314F38B0EN

Abstracts

Royal Agio is currently focusing on premium cigars in the Netherlands. Traditionally, the company has particularly concentrated on mid-priced cigars. However, due to a current shift towards premium handmade cigars, the company is looking to capitalise on this trend via brands such as Balmoral. As the Dutch cigar category is expected to shrink over the forecast period, Royal Agio is likely to increase its exports to emerging economies.

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