

Scandinavian Tobacco Group A/S in Tobacco (Canada)

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Abstracts

Despite mounting challenges such as the declining cigar culture and the legislative ban on flavoured cigarillos, Scandinavian Tobacco Group remains focused on expanding its cigars and cigarillos segments, and catering to a wide consumer base through innovative product development and marketing activities.

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Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

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