

Scandinavian Tobacco Group A/S in Tobacco (Denmark)

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Date: July 2017

Pages: 2

Price: US\$ 150.00 (Single User License)

ID: SBF6682BB84EN

Abstracts

Scandinavian Tobacco Group was the clear leader in cigars, cigarillos and smoking tobacco in Denmark in 2016. The company's strategy in Denmark includes a strong focus on innovation and new product development to help build its strength in the mass-market areas of machine-made cigars and affordable smoking tobacco.

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Contents

Strategic Direction

Key Facts

Summary 1 Scandinavian Tobacco Group A/S: Key Facts

Summary 2 Scandinavian Tobacco Group A/S: Operational Indicators

Production

Competitive Positioning

Summary 3 Scandinavian Tobacco Group A/S: Competitive Position 2016

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