

# Scandinavian Tobacco Group A/S in Tobacco (New Zealand)

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## Abstracts

From 1999 until its parent company's 2010 merger with Scandinavian tobacco Group, Swedish Match (New Zealand) Ltd) concentrated on the distribution of niche products in categories such as cigars and pipe tobacco. The parent company's merger with Scandinavian Tobacco Group A/S further improved the position of the newly merged company in these two categories in New Zealand, making the newly-merged entity Scandinavian Tobacco Group A/S the leading player in cigars and pipe tobacco in New Zealand.

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