

Tabaqueira SA - Empresa Industrial de Tabacos SA in Tobacco (Portugal)

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Abstracts

Tabaqueira - Empresa Industrial de Tabacos is the historical leader in Tobacco in Portugal. With a wide presence in different categories, the company is devoting its attention to heated tobacco products, particularly with its IQOS system. Portugal was one of the first countries in Western Europe to see the introduction of the IQOS system. This has helped to consolidate the demand for heated tobacco products, which are spreading rapidly in Portugal, benefiting from Tabaqueira's wide distribution...

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