

Yuxi Hongta Tobacco Group Co Ltd in Tobacco (China)

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Abstracts

Facing national economic slowdown and the decline of tobacco consumption in 2016, Yuxi Hongta Tobacco Group particularly emphasised cost management and improving manufacturing technology. With its Hongmei and Hongtashan brands it targets the economy and mid-priced segments, while Yuxi is positioned as a premium brand. The company aims to continue building Yuxi and Hongtashan and further adjusting the product mix over the forecast period, with the goal of reaching sales of 2.5 million boxes of Yu...

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