
Imperial Brands' Expansion into Germany

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Module: International Business Communications



Agenda

1. We will be exploring Imperial Brands' expansion into Germany
 2. Begin by introducing the context and the brand
 3. Exploring the German culture
 4. Exploring the UK's culture
 5. Hofstede's Cultural Dimensions
 6. Recommendations
 7. Conclusion
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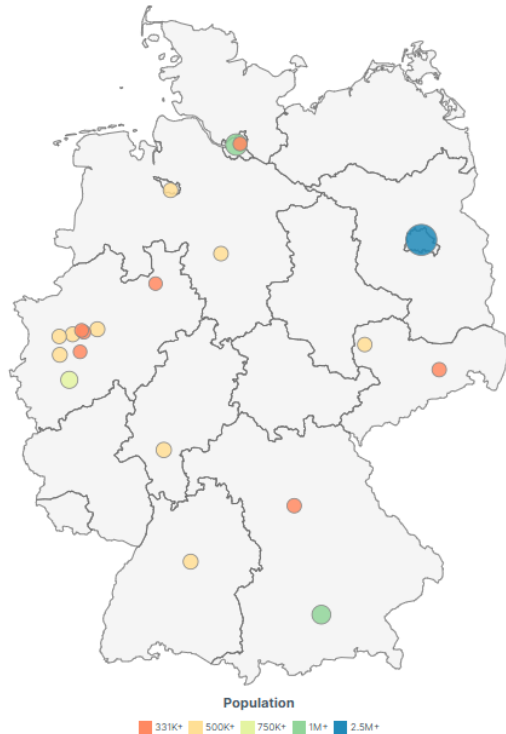
General Introduction



- Founded in 1901, Imperial Brands is the fourth-largest cigarette company in the world, employing over 25,000 individuals (*Imperial Brands, 2024*)
 - Priority markets include the UK, US, Spain and Australia
 - Well-developed portfolio of recognisable brands
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German Culture

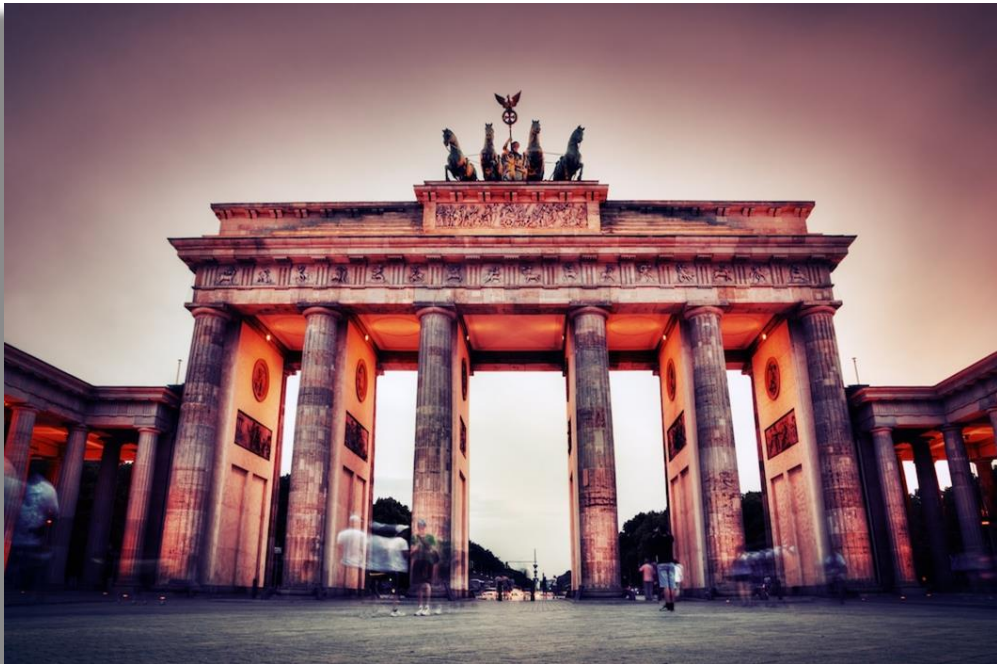
Germany Population Density Map



(World Population Review, 2025)

- As of 2021, Germany's population has almost reached 84.5 million (*World Population Review, 2025*)
- Growing population because of immigration
- Almost 50 % of Germans identify themselves as atheist, with the next biggest religion being Catholic (*CIA, 2025*)

German Culture - Social Structure



- Their 'planning culture' can be seen in many aspects of their lives, from strict laws to the rigorous divide between the public and private life (*Goethe University, 2024*)
- A shrinking middle class is making the transition from low to middle income for younger people harder (*OECD, 2021*)

German Culture - Migration



- Major geopolitical events like COVID-19 & the war in Ukraine increased immigration, with minor crises such as the inflation in Turkey and Brazil further fuelling the influx (*Mobert, 2024*)
- 76% of immigration are from Europe and can easily joining the workforce

Culture in the United Kingdom

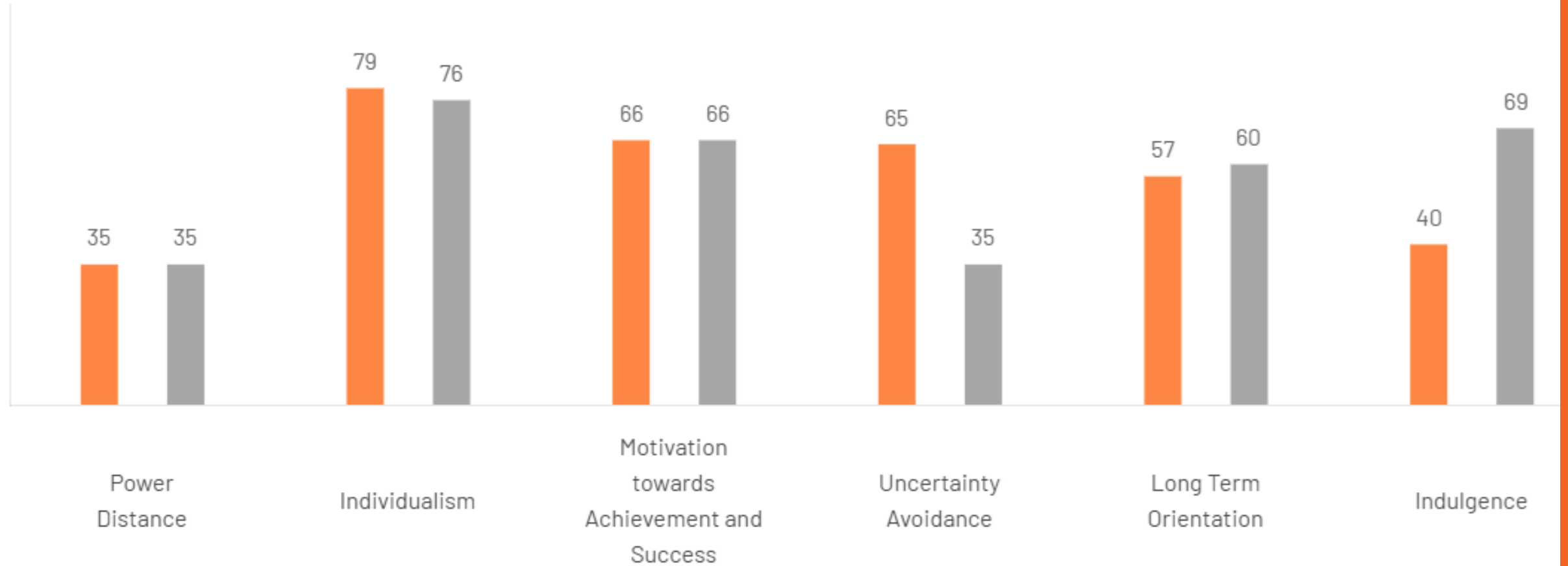


- In 2021, around 82% of UK residents identified themselves as 'White', which is a 4% decrease from 2011 (ONS, 2021)
- Under 50% of the population regards themselves as Christian (ONS, 2021)
- Chages in society

Cultural Sensitivity

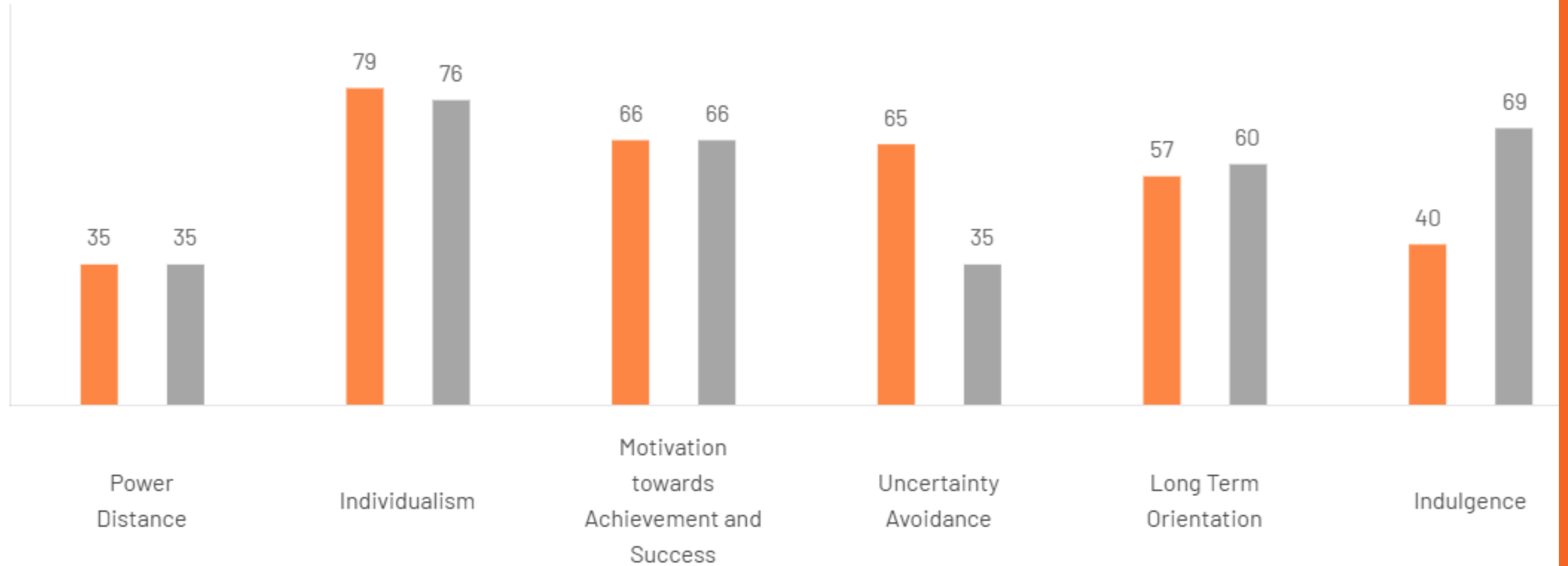
- Punctuality is very important
(Goethe University, 2024)
- Communication is important to
Business
- German and English
individuals avoid confrontation
(Goethe University, 2024)
- Formality and titles are
respected

(Hofstede Insights, 2025)



The UK (Grey) vs Germany (Orange)

(Hofstede Insights, 2025)



The UK (Grey) vs Germany (Orange)



RECOMMENDATIONS

- Imperial Brands should look towards engaging the minorities
 - Tap into growing immigrant workforce
 - Train individuals and help streamline documentation process to make them workable
 - Continuous cultural training
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CONCLUSION



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