



Euromonitor  
International

# Cigarettes in Morocco

June 2025

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Continued decline amid competition from e-vapour products
- Société Marocaines des Tabacs maintains its lead
- Food/drink/tobacco specialists lead distribution

PROSPECTS AND OPPORTUNITIES

- Low growth prospects for cigarettes amid rising prices
- Rising taxation will exert further pressure
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Plain packaging

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