



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Morocco

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Cigars, cigarillos, and smoking tobacco sustain moderate growth amid tourism revival
Société Marocaines des Tabacs and North Africa Tobacco maintain their leading positions
Tobacco specialists continue to dominate distribution

PROSPECTS AND OPPORTUNITIES

Positive outlook for cigars, cigarillos and smoking tobacco
Société Marocaines des Tabacs and North Africa Tobacco will retain their leads cigars and cigarillos and pipe tobacco, respectively
Travel and tourism boom set to boost on-trade tobacco sales

CATEGORY DATA

Table 1 - Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2019-2024
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Tobacco in Morocco - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2024: The big picture
2024 key trends
Competitive landscape
Retail developments
What next for tobacco?

OPERATING ENVIRONMENT

Legislation
Legislative overview
Summary 1 - Legislation Summary at a Glance
Minimum legal smoking age

Smoking prevalence
Tar levels
Health warnings
Plain packaging
Advertising and sponsorship
Point-of-sale display bans
Smoking in public places
Low ignition propensity (LIP) cigarette regulation
Flavoured tobacco product ban
Reduced harm
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

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MARKET DATA

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DISCLAIMER

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