



Euromonitor
International

Smokeless Tobacco, E-Vapour Products and Heated Tobacco in Morocco

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KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Strong Economic Conditions Drive Tobacco Sales Growth in Morocco Amid Shifting Regulatory Standards

Moroccan Vapers Prioritise Longevity and Nicotine Strength after Tax Reforms

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

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Illicit Trade Expected to Rise as Tax Hikes and New Rules Pressure Legal Sales

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Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

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Manufacturers Undergo Portfolio Rationalisation Amidst the Rise of Alternative Nicotine Delivery

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