

Cigars, Cigarillos and Smoking Tobacco in Morocco

June 2023

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KEY DATA FINDINGS

2022 DEVELOPMENTS

Sales rebound with the reopening of cafés and bars, and recovery of tourism

High prices of pipe tobacco encourage consumers to switch to illicit trade

While Société Marocaines des Tabacs leads cigars, North Africa Tobacco dominates smoking tobacco

PROSPECTS AND OPPORTUNITIES

Increasing number of tourists and expansion of modern retail and cigar stores will support growth

Positive future for pipe tobacco following lifting of ban

Limited entry opportunities for new players as Société Marocaines des Tabacs and North Africa Tobacco will maintain their dominance

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