

# NRT Smoking Cessation Aids in Morocco

September 2023

Table of Contents

## NRT Smoking Cessation Aids in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand picks up as tobacco tax hikes encourage more smokers to quit  
NRT smoking cessation aids still a niche category in Morocco  
Laboratoires Pierre Fabre's Nicopatch remains the dominant brand

#### PROSPECTS AND OPPORTUNITIES

Growth in smoking prevalence will continue to broaden consumer base  
NRT formats other than patches expected to become more widely available  
Health concerns should mitigate competitive threat from vaping

#### CATEGORY INDICATORS

Table 1 - Number of Smokers by Gender 2018-2023

#### CATEGORY DATA

Table 2 - Sales of NRT Smoking Cessation Aids by Category: Value 2018-2023

Table 3 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2018-2023

Table 4 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2019-2023

Table 5 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2020-2023

Table 6 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2023-2028

Table 7 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2023-2028

## Consumer Health in Morocco - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 8 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 9 - Life Expectancy at Birth 2018-2023

### MARKET DATA

Table 10 - Sales of Consumer Health by: Value Category 2018-2023

Table 11 - Sales of Consumer Health by: % Value Growth Category 2018-2023

Table 12 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 13 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 - Forecast Sales of Consumer Health by: Value Category 2023-2028

Table 17 - Forecast Sales of Consumer Health by: % Value Growth Category 2023-2028

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/nrt-smoking-cessation-aids-in-morocco/report](http://www.euromonitor.com/nrt-smoking-cessation-aids-in-morocco/report).