Cigars, Cigarillos and Smoking Tobacco in Morocco - Category analysis

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

CATEGORY DATA

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Tobacco in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for tobacco?

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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
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS
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MARKET DATA
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DISCLAIMER

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