

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

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Table of Contents

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

KEY DATA FINDINGS

2022 DEVELOPMENTS

Philip Morris continues to invest in its own stores

Increasing availability and entrance of more affordable products drives growth of e-vapour products

E-commerce is the dominant channel in a highly fragmented competitive landscape in 2022

PROSPECTS AND OPPORTUNITIES

Entry of more products in different formats and flavours set to support growth of increasingly fashionable e-vapour products

Targeting a wider consumer base is key to developing the category

Threat of illicit trade following tax increases

CATEGORY INDICATORS

Table 1 - Number of Adult Vapers 2017-2022

CATEGORY DATA

Table 2 - Sales of Tobacco Heating Devices: Volume 2017-2022

Table 3 - Sales of Tobacco Heating Devices: % Volume Growth 2017-2022

Table 4 - Sales of Heated Tobacco: Volume 2017-2022

Table 5 - Sales of Heated Tobacco: % Volume Growth 2017-2022

Table 6 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2017-2022

Table 7 - Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2017-2022

Table 8 - Sales of E-Liquids by Nicotine Strength: % Value 2019-2022

Table 9 - NBO Company Shares of E-Vapour Products: % Value 2018-2022

Table 10 - LBN Brand Shares of E-Vapour Products: % Value 2019-2022

Table 11 - NBO Company Shares of Tobacco Heating Devices: % Volume 2018-2022

Table 12 - LBN Brand Shares of Tobacco Heating Devices: % Volume 2019-2022

Table 13 - NBO Company Shares of Heated Tobacco: % Volume 2018-2022

Table 14 - LBN Brand Shares of Heated Tobacco: % Volume 2019-2022

Table 15 - Distribution of E-Vapour Products by Format: % Value 2017-2022

Table 16 - Forecast Sales of Heated Tobacco: Volume 2022-2027

Table 17 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2022-2027

Table 18 - Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2022-2027

Tobacco in Morocco - Industry Overview

EXECUTIVE SUMMARY

Tobacco in 2022: The big picture

2022 key trends

Competitive landscape

Retailing 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
Flavoured tobacco product ban
Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 19 - Number of Adult Smokers by Gender 2017-2022

MARKET DATA

Table 20 - Sales of Tobacco by Category: Volume 2017-2022

Table 21 - Sales of Tobacco by Category: Value 2017-2022

Table 22 - Sales of Tobacco by Category: % Volume Growth 2017-2022

Table 23 - Sales of Tobacco by Category: % Value Growth 2017-2022

Table 24 - Forecast Sales of Tobacco by Category: Volume 2022-2027

Table 25 - Forecast Sales of Tobacco by Category: Value 2022-2027

Table 26 - Forecast Sales of Tobacco by Category: % Volume Growth 2022-2027

Table 27 - Forecast Sales of Tobacco by Category: % Value Growth 2022-2027

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SOURCES

Summary 2 - Research Sources

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