

Cigarettes in Morocco

July 2022

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Cigarettes in Morocco - Category analysis

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2021 DEVELOPMENTS

Price hikes and declining disposable incomes place pressure on retail volume sales

Illicit trade another negative factor behind falling retail sales of cigarettes

Mid-priced segment remains dominant

Rising number of female smokers favour slim cigarettes

Société Marocaines des Tabacs retains dominance, while North Africa Tobacco Co is strongest performer

High-tar cigarettes lose ground

PROSPECTS AND OPPORTUNITIES

Tax increases set to further restrict retail volume sales

High-tar cigarettes will eventually decline over the forecast period

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DISCLAIMER

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