

Cigarettes in Morocco

June 2025

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Cigarettes in Morocco - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Continued decline amid competition from e-vapour products Société Marocaines des Tabacs maintains its lead Food/drink/tobacco specialists lead distribution

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Low growth propects for cigarettes amid rising prices Rising taxation will exert futher pressure Consumer shift towards e-vapour products and illicit cigarettes

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Tobacco in Morocco - Industry Overview

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