



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

June 2025

## KEY DATA FINDINGS

### 2024 DEVELOPMENTS

E-vapour products and heated tobacco achieve robust growth

Market for e-vapour products remains fragmented while HEETS dominates heated tobacco

Tobacco specialists control distribution of e-vapour products and heated tobacco

### PROSPECTS AND OPPORTUNITIES

Historical growth slows as novelty value fades

Growing demand for e-vapour products could drive consolidation

Philip Morris' Iqos set to drive innovation in heated tobacco

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## Tobacco in Morocco - Industry Overview

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Competitive landscape

Retail developments

What next for tobacco?

### OPERATING ENVIRONMENT

Legislation

Legislative overview

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Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Low ignition propensity (LIP) cigarette regulation

Flavoured tobacco product ban

Reduced harm

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### SOURCES

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