



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

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- Sales rise in 2023, driven by heated tobacco
- E-vapour products sees further growth in 2023
- Tobacco specialists dominates distribution for e-vapour products

PROSPECTS AND OPPORTUNITIES

- Growth of e-vapour products will remain strong but faces challenges
- E-vapour and heated tobacco products will continue to lure consumers away from cigarettes
- Illicit trade threatens to hamper progress

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