

Cigars, Cigarillos and Smoking Tobacco in Morocco

Market Direction | 2022-07-21 | 26 pages | Euromonitor

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Report description:

Cigars, cigarillos and smoking tobacco posted severe declines for a second consecutive year in 2021 since the outbreak of the pandemic in Morocco. The decline was largely driven by the critical drop in demand for cigars, which, in Morocco, is still perceived as a luxury product, rather than being as essential as cigarettes. These products are often smoked to display status and are typically consumed in work meetings and on special occasions. However, the significant decline in sales is mainly at...

Euromonitor International's Cigars, Cigarillos and Smoking Tobacco in Morocco report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be the new legislative, distribution or pricing issues. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Cigars and Cigarillos, Smoking Tobacco.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Cigars, Cigarillos and Smoking Tobacco market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

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Euromonitor International

July 2022

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Cigars and pipe tobacco severely hit by closure of cafes and bars

Price hikes prompt consumers to switch to duty free sales

Strict prohibition of pipe tobacco both outdoors and indoors behind low sales

High prices of pipe tobacco encourage consumers to switch to illicit trade

North Africa Tobacco dominates pipe tobacco with its well-established brands

PROSPECTS AND OPPORTUNITIES

Cigars set for sluggish growth due to weak economy

Smoking bans in HORECA will continue to limit sales of pipe tobacco

Societe Marocaines des Tabacs and North Africa Tobacco will continue to dominate cigars and pipe tobacco, respectively

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