

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

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

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### **Report description:**

Philip Morris introduced its brand of tobacco heating device, Iqos, in November 2021 via local representative Emirati-Moroccan co for industry & distribution EMID. The company started its new venture by opening five Iqos stores in Casablanca, in which the brand retailed at MAD750, while associated HEETS heated tobacco sticks are sold in different distribution channels such as tobacco specialists and even hypermarkets/supermarkets for MAD35 per unit. The company plans to open further Iqos stores...

Euromonitor International's Smokeless Tobacco, E-Vapour Products and Heated 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: E-Vapour Products, Heated Tobacco Products, Smokeless Tobacco, Tobacco Free Oral Nicotine.

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

Why buy this report?

- \* Get a detailed picture of the Smokeless Tobacco, E-Vapour Products and Heated 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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