

Tobacco in Morocco

Market Direction | 2022-07-21 | 47 pages | Euromonitor

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Report description:

Since the outbreak of COVID-19 in early 2020, a lockdown was introduced in Morocco on 20 March, and borders were closed accordingly. The confinement and health emergency were in place until November 2020 when the country was ravaged by a second wave in the autumn, followed by a third wave resulting from the Delta variant in June 2021. Fears of a fourth wave forced the government to extend restrictions in the country at the end of 2021 with a further ban of all flights as of October. The ban was...

Euromonitor International's 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: Cigarettes, Cigars, Cigarillos and Smoking Tobacco, Smokeless Tobacco, E-Vapour Products and Heated 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 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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reliable information resources to help drive informed strategic planning.

Table of Contents:

Tobacco in Morocco
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List Of Contents And Tables

TOBACCO IN MOROCCO

EXECUTIVE SUMMARY

Tobacco in 2021: The big picture

2021 key trends

Competitive landscape

Retailing developments

What next for tobacco?

OPERATING ENVIRONMENT

Legislation

Legislative overview

Summary 1 Legislation Summary at a Glance

Minimum legal smoking age

Smoking prevalence

Tar levels

Health warnings

Plain packaging

Advertising and sponsorship

Point-of-sale display bans

Smoking in public places

Flavoured tobacco product ban

Vapour products

PRODUCTION/IMPORTS/EXPORTS

MARKET INDICATORS

Table 1 Number of Adult Smokers by Gender 2016-2021

MARKET DATA

Table 2 Sales of Tobacco by Category: Volume 2016-2021

Table 3 Sales of Tobacco by Category: Value 2016-2021

Table 4 Sales of Tobacco by Category: % Volume Growth 2016-2021

Table 5 Sales of Tobacco by Category: % Value Growth 2016-2021

Table 6 Forecast Sales of Tobacco by Category: Volume 2021-2026

Table 7 Forecast Sales of Tobacco by Category: Value 2021-2026

Table 8 Forecast Sales of Tobacco by Category: % Volume Growth 2021-2026

Table 9 Forecast Sales of Tobacco by Category: % Value Growth 2021-2026

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SOURCES

Summary 2 Research Sources

CIGARETTES IN MOROCCO

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KEY DATA FINDINGS

2021 DEVELOPMENTS

Price hikes and declining disposable incomes place pressure on retail volume sales

Illicit trade another negative factor behind falling retail sales of cigarettes

Mid-priced segment remains dominant

Rising number of female smokers favour slim cigarettes

Societe Marocaines des Tabacs retains dominance, while North Africa Tobacco Co is strongest performer

High-tar cigarettes lose ground

PROSPECTS AND OPPORTUNITIES

Tax increases set to further restrict retail volume sales

High-tar cigarettes will eventually decline over the forecast period

Illicit trade to continue gaining notable share despite expected government efforts to control it

Heightened health concerns anticipated to encourage consumers to seek alternatives

TAXATION AND PRICING

Taxation rates

Table 10 Taxation and Duty Levies 2016-2021

Average cigarette pack price breakdown

Summary 3 Average Cigarette Pack Price Breakdown: Brand Examples

CATEGORY DATA

Table 11 Sales of Cigarettes: Volume 2016-2021

Table 12 Sales of Cigarettes by Category: Value 2016-2021

Table 13 Sales of Cigarettes: % Volume Growth 2016-2021

Table 14 Sales of Cigarettes by Category: % Value Growth 2016-2021

Table 15 Sales of Cigarettes by Blend: % Volume 2016-2021

Table 16 Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2016-2021

Table 17 Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2016-2021

Table 18 Sales of Cigarettes by Pack Size: % Volume 2016-2021

Table 19 Sales of Cigarettes by Price Band: % Volume 2016-2021

Table 20 NBO Company Shares of Cigarettes: % Volume 2017-2021

Table 21 LBN Brand Shares of Cigarettes: % Volume 2018-2021

Table 22 Sales of Cigarettes by Distribution Format: % Volume 2016-2021

Table 23 Illicit Trade Estimate of Cigarettes: Volume 2016-2021

Table 24 Forecast Sales of Cigarettes: Volume 2021-2026

Table 25 Forecast Sales of Cigarettes by Category: Value 2021-2026

Table 26 Forecast Sales of Cigarettes: % Volume Growth 2021-2026

Table 27 Forecast Sales of Cigarettes by Category: % Value Growth 2021-2026

Table 28 Forecast Sales of Cigarettes by Blend: % Volume 2021-2026

Table 29 Forecast Sales of Cigarettes by Standard/Menthol/Capsule: % Volume 2021-2026

Table 30 Forecast Sales of Cigarettes by Regular/Slim/Superslim/Microslim: % Volume 2021-2026

Table 31 Forecast Sales of Cigarettes by Pack Size: % Volume 2021-2026

Table 32 Forecast Sales of Cigarettes by Price Band: % Volume 2021-2026

CIGARS, CIGARILLOS AND SMOKING TOBACCO IN MOROCCO

KEY DATA FINDINGS

2021 DEVELOPMENTS

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

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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

CATEGORY DATA

Table 33 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2016-2021

Table 34 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2016-2021

Table 35 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2016-2021

Table 36 Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2016-2021

Table 37 Sales of Cigars by Size: % Volume 2016-2021

Table 38 NBO Company Shares of Cigars and Cigarillos: % Volume 2017-2021

Table 39 LBN Brand Shares of Cigars and Cigarillos: % Volume 2018-2021

Table 40 NBO Company Shares of Cigars: % Volume 2017-2021

Table 41 LBN Brand Shares of Cigars: % Volume 2018-2021

Table 42 □NBO Company Shares of Smoking Tobacco: % Volume 2017-2021

Table 43 □LBN Brand Shares of Smoking Tobacco: % Volume 2018-2021

Table 44 □NBO Company Shares of Pipe Tobacco: % Volume 2017-2021

Table 45 □LBN Brand Shares of Pipe Tobacco: % Volume 2018-2021

Table 46 □Distribution of Cigars and Cigarillos by Format: % Volume 2016-2021

Table 47 □Distribution of Smoking Tobacco by Format: % Volume 2016-2021

Table 48 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Volume 2021-2026

Table 49 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: Value 2021-2026

Table 50 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Volume Growth 2021-2026

Table 51 □Forecast Sales of Cigars, Cigarillos and Smoking Tobacco by Category: % Value Growth 2021-2026

SMOKELESS TOBACCO, E-VAPOUR PRODUCTS AND HEATED TOBACCO IN MOROCCO

KEY DATA FINDINGS

2021 DEVELOPMENTS

Philip Morris launches first heated tobacco in Morocco

Economic turbulence encourages consumers to switch from cigarettes to e-vapour products

Illicit products curb higher retail sales of e-liquids

Vape Distro leads highly fragmented e-vapour products

E-commerce remains dominant channel and benefits from lockdown

PROSPECTS AND OPPORTUNITIES

Dynamic growth expected for e-vapour products as greater product penetration is anticipated

Heated tobacco likely to gain consumers from cigarettes

Potential threat to e-vapour products from illicit trade

CATEGORY INDICATORS

Table 52 Number of Adult Vapers 2016-2021

CATEGORY DATA

Table 53 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2016-2021

Table 54 Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2016-2021

Table 55 Sales of E-Liquids by Nicotene Strength: % Value 2019-2021

Table 56 Distribution of E-Vapour Products by Format: % Value 2016-2021

Table 57 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: Value 2021-2026

Table 58 Forecast Sales of Smokeless Tobacco, E-Vapour Products and Heated Tobacco by Category: % Value Growth 2021-2026

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