

## **Cigarettes in Morocco**

Market Direction | 2023-06-23 | 26 pages | Euromonitor

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### **Report description:**

After an increase in the Internal Consumption Tax (TIC) on tobacco in January 2021, there was a rise in April 2021 and further increase in January 2023, building on the increase from 2020. This had a particularly pronounced effect on volume sales of cigarettes, resulting in stagnation. In line with rising prices, the lingering pandemic and its economic impact resulted in declining disposable incomes, while unemployment reached higher figures. As a result, tightening budgets forced some consumers...

Euromonitor International's Cigarettes 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 2018-2022, 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 2027 illustrate how the market is set to change.

Product coverage: Cigarettes Including Fine Cut Stick Equivalent.

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

Why buy this report?

- \* Get a detailed picture of the Cigarettes 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  
June 2023

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Switch to illicit trade further impacts volume sales

Societe Marocaines des Tabacs maintains its strong lead in 2022

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#### TOBACCO IN MOROCCO

#### EXECUTIVE SUMMARY

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Retailing developments

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