

## **Cigars, Cigarillos and Smoking Tobacco in Morocco**

Market Direction | 2023-06-23 | 25 pages | Euromonitor

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### **Report description:**

Sales of cigars, cigarillos and smoking tobacco rebound in 2022 due to the reopening of cafes and bars, and the surge in tourism. These products are mainly consumed in on-trade outlets, which account for more than 80% of total cigars and smoking tobacco sales. These two categories, which were severely hit since the outbreak of the pandemic in 2020, saw further revival with the recovery of imports and opening of ports. Cigars sales also benefited from the resumption of work meetings and social ev...

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 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: 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

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Sales rebound with the reopening of cafes and bars, and recovery of tourism

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

While Societe Marocaines des Tabacs leads cigars, North Africa Tobacco dominates smoking tobacco

#### **PROSPECTS AND OPPORTUNITIES**

Increasing number of tourists and expansion of modern retail and cigar stores will support growth

Positive future for pipe tobacco following lifting of ban

Limited entry opportunities for new players as Societe Marocaines des Tabacs and North Africa Tobacco will maintain their dominance

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