

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

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

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Report description:

Since the introduction of its heated tobacco device Iqos in November 2021, Philip Morris has continued to invest in opening its own stores in large cities in Morocco where Iqos retails at MAD750, while HEETS heated tobacco sticks are sold in different retail outlets such as tobacco specialists and even hypermarkets/supermarkets for MAD35 per unit. The HEETS was launched in four flavours: HEETS Amber Selection which leads sales, followed by HEETS Russet Selection, HEETS Turquoise Selection and HE...

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 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: 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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Increasing availability and entrance of more affordable products drives growth of e-vapour products

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