



Euromonitor
International

Cigars, Cigarillos and Smoking Tobacco in Morocco

August 2026

[Cigars, Cigarillos and Smoking Tobacco in Morocco - Category analysis](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Cigars, Cigarillos and Smoking Tobacco Summary

INDUSTRY PERFORMANCE

Mehari'S Red Orient Drives Flavoured Cigarillo Appeal among Young Affluent Consumers of Legal Smoking Age

Hydro Herbal Molasses Reshapes Shisha Demand with Nicotine-Free Appeal

Tax Increases and Tourism Surge Reshape Spending and Consumption Habits

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Société Marocaines Des Tabacs and North Africa Tobacco Set to Entrench Leadership as Premium and Mass Channels Diverge

Tourism and Experiential Retail Expected to Fuel Growth While Entry Barriers Persist

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Chart 4 - Forecast Volume Sales by Category 2025-2030

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North Africa Tobacco Co Sustains Dominance as Brand Loyalty Persists

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Chart 6 - Brand Shares 2025

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E-Commerce Remains Marginal as Proximity and Price Shape Purchasing Behaviour

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WHAT'S NEXT?

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Chart 20 - Brand Shares 2025

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Experiential Innovation Premiumises On-Trade Tobacco

Manufacturers Undergo Portfolio Rationalisation Amidst the Rise of Alternative Nicotine Delivery

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