



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

August 2026

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Smokeless Tobacco, E-Vapour Products and Heated Tobacco Summary

INDUSTRY PERFORMANCE

Strong Economic Conditions Drive Tobacco Sales Growth in Morocco Amid Shifting Regulatory Standards

Moroccan Vapers Prioritise Longevity and Nicotine Strength after Tax Reforms

Chart 1 - Volume Sales 2020-2030

Chart 2 - Volume Sales by Category 2025

WHAT'S NEXT?

Bazad Tobacco and Vape Distro Anticipated to Consolidate as Small Importers Exit

Illicit Trade Expected to Rise as Tax Hikes and New Rules Pressure Legal Sales

Chart 3 - Forecast Volume Sales 2020-2030

Chart 4 - Forecast Volume Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Vape Distro Sarl Leverages Early Entry to Grow Share in Fragmented Competition

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

CHANNELS

Tobacco Specialists Maintain Dominance as Small Local Grocers Adapt to Economic Pressures

E-Commerce Platforms Capture E-Vapour Product Demand with Wider Choice and Lower Prices

ECONOMIC CONTEXT

Chart 7 - Economic Context for Smokeless Tobacco, E-Vapour Products and Heated Tobacco

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2025 Developments

KEY DATA INSIGHTS

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Cigarette Volumes Shrink as Younger Adults of Legal Smoking Age Shift to Shisha and Vapour Devices

Regulatory Changes Drive Shifts in Nicotine Consumption Patterns

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WHAT'S NEXT?

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Heated Tobacco and E-Vapour Products Set to Outpace Traditional Formats as Consumers Seek Novelty

Chart 16 - Forecast Volume Sales 2020-2030

Chart 17 - Forecast Volume Sales by Category 2025-2030

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Chart 19 - Company Shares 2025

Chart 20 - Brand Shares 2025

CHANNELS

Small Local Grocers Gain Share by Adapting to Consumer Needs

Glovo Drives E-Commerce Expansion by Offering Home Delivery and Price Promotions

PRODUCTS

Manufacturers Shift Investment From Legacy Formats to High-Capacity Devices

Experiential Innovation Premiumises On-Trade Tobacco

Manufacturers Undergo Portfolio Rationalisation Amidst the Rise of Alternative Nicotine Delivery

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Smoking Prevalence

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PRODUCTION/IMPORTS/EXPORTS

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