

Société Marocaines des Tabacs in Tobacco (Morocco)

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Abstracts

Société Marocaines des Tabacs is set to continue leading tobacco in Morocco through organic growth and product innovation. Its recent launches indicate that its future strategy will focus on launching differentiated menthol products. The company is also looking to secure more exclusivity contracts in order to preserve its virtual monopoly in some tobacco categories such as cigars, smoking tobacco and pipe tobacco.

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