

# Vapour Devices in Morocco

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## Abstracts

The market of e-cigarettes in Morocco started in January 2013 with E-Klop Sarl, a Moroccan company which specialises in the commercialisation and distribution of different e-cigarette and e-liquid products. E-cigarettes in Morocco, although still a small base, has seen the launch of several key players like Clop & Co and Cilouette TM, along with a large number of online retailers selling such products. Prices of e-cigarettes in Morocco are still high and range between MAD350 and MAD800 per...

Euromonitor International's Vapour Devices 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 2010-2014, 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 2019 illustrate how the market is set to change.

**Product coverage:** Cig-a-likes, Heat-not-burn devices, Tank systems.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Vapour Devices 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Executive Summary

Tobacco Sustains Positive Growth in Morocco Thanks To A Rise in the Smoking Population

Value Sales Growth Driven by Rising Unit Prices Due An Increase in Consumption Tax

Société Marocaines Des Tabacs Sustained Its Leading Position in Tobacco in Morocco

Newsagent-tobacconists/kiosks Remains the Dominant Distribution Channel

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