

## Vitamins in Morocco

Market Direction | 2022-10-06 | 22 pages | Euromonitor

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### **Report description:**

Vitamins is a dynamic product area which has been recording solid retail volume and value sales growth since the onset of the COVID-19 pandemic. Whilst before, people used to take vitamins during winter mostly, since the COVID-19 pandemic people have been taking vitamins throughout the year. Indeed, the vast majority of the Moroccan population is convinced of the benefits of taking vitamins and dietary supplements. This is part of the global health and wellness trend that can also be observed in...

Euromonitor International's Vitamins 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 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Product coverage: Multivitamins, Single Vitamins.

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

### Why buy this report?

- \* Get a detailed picture of the Vitamins 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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Bayer to retain its lead in 2022 despite increasing pressure from smaller players

Paediatric vitamins remains niche with considerable room for growth

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