

Herbal/Traditional Products in Morocco

Market Direction | 2023-09-21 | 23 pages | Euromonitor

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Report description:

In line with rising health-consciousness, many consumers in Morocco are becoming more concerned about the side effects, contraindications and potential hazards of active pharmaceutical ingredients widely used in OTC and Rx medications. This has continued to strengthen interest in herbal/traditional products in 2023, with overall current value growth set to be well up on 2022 and all categories projected to show similarly improved results in volume terms. The self-medication trend has also remain...

Euromonitor International's Herbal/Traditional Products 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Herbal/Traditional Cough, Cold and Allergy (Hay Fever) Remedies, Herbal/Traditional Dermatologicals, Herbal/Traditional Dietary Supplements, Herbal/Traditional Digestive Remedies, Herbal/Traditional Paediatric Dietary Supplements, Herbal/Traditional Sleep Aids, Herbal/Traditional Tonics, Herbal/Traditional Topical Analgesics.

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

Why buy this report?

- * Get a detailed picture of the Herbal/Traditional Products 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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Table of Contents:

Herbal/Traditional Products in Morocco

Euromonitor International

September 2023

List Of Contents And Tables

HERBAL/TRADITIONAL PRODUCTS IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Concerns about active pharmaceutical ingredients continue to drive demand

Herbal/traditional dietary supplements remains the best performing category

Mondelez Maroc maintains overall lead in a fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

Herbal/traditional products well placed to capitalise on population ageing

Government policies should further strengthen trust in quality and efficacy standards

Bee- and cannabis-derived products could have strong growth prospects

CATEGORY DATA

Table 1 Sales of Herbal/Traditional Products by Category: Value 2018-2023

Table 2 Sales of Herbal/Traditional Products by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Herbal/Traditional Products: % Value 2019-2023

Table 4 LBN Brand Shares of Herbal/Traditional Products: % Value 2020-2023

Table 5 Forecast Sales of Herbal/Traditional Products by Category: Value 2023-2028

Table 6 Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2023-2028

CONSUMER HEALTH IN MOROCCO

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by: Value Category 2018-2023

Table 10 Sales of Consumer Health by: % Value Growth Category 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 Forecast Sales of Consumer Health by: Value Category 2023-2028

Table 16 □Forecast Sales of Consumer Health by: % Value Growth Category 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

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