

Sports Nutrition in Morocco

Market Direction | 2023-09-21 | 22 pages | Euromonitor

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Report description:

Sports nutrition is underdeveloped in Morocco, with the appeal of such products remaining relatively narrow and only two categories having visible sales. Nonetheless, it continues to expand at an impressive pace, and looks set to post improved results in volume and current value growth terms in 2023. Robust demand reflects increasing participation in sports and fitness activities among Moroccans, a well-established trend that has gained momentum in recent years as concerns surrounding COVID-19 h...

Euromonitor International's Sports Nutrition 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: Sports Non-Protein Products, Sports Protein Products.

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

Why buy this report?

- * Get a detailed picture of the Sports Nutrition 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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SPORTS NUTRITION IN MOROCCO

KEY DATA FINDINGS

2023 DEVELOPMENTS

Growing participation in sports and fitness activities continues to lift demand

Sports protein powder is the most dynamic performer

Weider Global Nutrition remains the outright leader

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Sports nutrition will continue to profit from rising health- and image-consciousness

Increased regulatory oversight will strengthen trust in safety and efficacy standards

More domestic producers expected to enter the category

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