

## **Consumer Health in Morocco**

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### **Report description:**

In 2024, Morocco's consumer health industry faces a mix of challenges and advancements. The lingering effects of inflation continue to weaken purchasing power, despite government measures such as VAT exemptions and cuts in import duties. While Morocco has managed to avoid the direct foreign exchange issues faced by other nations, the global economic climate still exerts pressure.

Euromonitor International's Consumer Health 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

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

Why buy this report?

- \* Get a detailed picture of the Consumer Health 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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