

Sports Nutrition in Morocco

Market Direction | 2024-10-09 | 22 pages | Euromonitor

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Report description:

Growth in sports nutrition in Morocco remains subject to several factors in 2024, including, including effectiveness, brand reputation, affordability and recommendations from fitness trainers or healthcare professionals. The perceived quality of ingredients - especially those that are natural or organic - is also a critical consideration. Price sensitivity is notably high among Moroccan consumers, leading many to favour lower-cost local brands over pricier imported options due to economic constr...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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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SPORTS NUTRITION IN MOROCCO

KEY DATA FINDINGS

2024 DEVELOPMENTS

Price sensitivity still high, while sports protein powder continues its steady rise

Weider Global Nutrition maintains leadership

Affordability and gym access remain issues for some

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Increased regulatory oversight set to strengthen trust in safety and efficacy standards

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