



Euromonitor
International

Digestive Remedies in Morocco

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Diverse consumer preferences when selecting digestive remedies
Maphar and Laprophan maintain overall leadership in 2024
Cultural habits and economic constraints drive purchasing decisions

PROSPECTS AND OPPORTUNITIES

Emerging popularity of probiotics amid category-wide growth
Natural and herbal trend offers further growth potential
Increased player focus on innovation and local production, with food poisoning frequency supporting sales

CATEGORY DATA

- Table 1 - Sales of Digestive Remedies by Category: Value 2019-2024
- Table 2 - Sales of Digestive Remedies by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Digestive Remedies: % Value 2020-2024
- Table 4 - LBN Brand Shares of Digestive Remedies: % Value 2021-2024
- Table 5 - Forecast Sales of Digestive Remedies by Category: Value 2024-2029
- Table 6 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2024-2029

Consumer Health in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture
2024 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by: Value Category2019-2024
- Table 10 - Sales of Consumer Health by: % Value Growth Category2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by: Value Category2024-2029
- Table 17 - Forecast Sales of Consumer Health by: % Value Growth Category2024-2029

APPENDIX

OTC registration and classification
Vitamins and dietary supplements registration and classification
Self-medication/self-care and preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/digestive-remedies-in-morocco/report.