



Euromonitor  
International

# Sports Nutrition in Morocco

October 2024

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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

PROSPECTS AND OPPORTUNITIES

Consciousness concerning health and image will continue to rise, supporting future sales  
Increased regulatory oversight set to strengthen trust in safety and efficacy standards  
More domestic producers to enter the competition

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Consumer Health in Morocco - Industry Overview

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DISCLAIMER

DEFINITIONS

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#### About Euromonitor International

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