

Paediatric Consumer Health in Morocco

September 2023

Table of Contents

Paediatric Consumer Health in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand bolstered by high birth rates and rising health awareness among parents

Paediatric vitamins and dietary supplements still the star performer

Maphar Laboratoires remains the clear leader in paediatric consumer health

PROSPECTS AND OPPORTUNITIES

Demographics and behavioural changes will continue to support robust growth

Interest in herbal/traditional products for children expected to increase

Further gains likely for e-commerce but pharmacies will remain dominant

CATEGORY DATA

Table 1 - Sales of Paediatric Consumer Health by Category: Value 2018-2023

Table 2 - Sales of Paediatric Consumer Health by Category: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Paediatric Consumer Health: % Value 2019-2023

Table 4 - LBN Brand Shares of Paediatric Consumer Health: % Value 2020-2023

Table 5 - Forecast Sales of Paediatric Consumer Health by Category: Value 2023-2028

Table 6 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2023-2028

Consumer Health in Morocco - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by: Value Category 2018-2023

Table 10 - Sales of Consumer Health by: % Value Growth Category 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 - Forecast Sales of Consumer Health by: Value Category 2023-2028

Table 16 - Forecast Sales of Consumer Health by: % Value Growth Category 2023-2028

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

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