



# Cough, Cold and Allergy (Hay Fever) Remedies in Morocco

October 2024

## Cough, Cold and Allergy (Hay Fever) Remedies in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Generics appeal to price-sensitive consumers, while increased allergens support growth of specific segments

NSAIDs see continued high use despite natural and herbal trends

Cough remedies containing pholcodine are banned

#### PROSPECTS AND OPPORTUNITIES

Rising living costs will continue to influence purchasing decisions, with growth driven by self-medicating trend

Consumers will show greater interest in natural and herbal remedies as health authorities strive to communicate potential dangers of medicine misuse

Global challenges and local policy changes to impact category progress

### CATEGORY DATA

Table 1 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2019-2024

Table 2 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2019-2024

Table 3 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2020-2024

Table 4 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2024

Table 5 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2024-2029

Table 6 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) 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 Category 2019-2024

Table 10 - Sales of Consumer Health by: % Value Growth Category 2019-2024

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 Category 2024-2029

Table 17 - Forecast Sales of Consumer Health by: % Value Growth Category 2024-2029

### 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

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