



Sports Nutrition in Morocco

March 2026

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Sports Nutrition in Morocco - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth, though from low base

Weider continues to have strong lead.

Pharmacies are gradually losing value share to e-commerce.

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Continuing growth over forecast period

Ample room for more diversified offerings

Multinationals continue to dominate, though there is an opportunity for local players.

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