



Dietary Supplements in Morocco

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Rising health consciousness is boosting dietary supplements in 2024
- Imported US and European brands threaten leading players
- Ginseng continues to post rapid growth, while price sensitivity impacts purchasing decisions

PROSPECTS AND OPPORTUNITIES

- Expansion of preventative healthcare set to drive demand
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Consumer Health in Morocco - Industry Overview

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DISCLAIMER

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