

Digestive Remedies in Morocco

September 2023

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Digestive Remedies in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Resumption of pre-pandemic habits lifts overall demand for digestive remedies
Digestive enzymes, laxatives and diarrhoeal remedies grow fastest in volume terms
Maphar and Laprophan remain the top two companies

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Demographic and lifestyle trends will support continued growth of digestive remedies
Foodborne illnesses likely to remain a key demand driver
Herbal/traditional products expected to gain ground

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