

Sports Nutrition in Morocco

September 2023

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Sports Nutrition in Morocco - Category analysis

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2023 DEVELOPMENTS

Growing participation in sports and fitness activities continues to lift demand

Sports protein powder is the most dynamic performer

Weider Global Nutrition remains the outright leader

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Sports nutrition will continue to profit from rising health- and image-consciousness

Increased regulatory oversight will strengthen trust in safety and efficacy standards

More domestic producers expected to enter the category

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