



# Paediatric Consumer Health in Morocco

September 2023

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## Paediatric Consumer Health in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand bolstered by high birth rates and rising health awareness among parents

Paediatric vitamins and dietary supplements still the star performer

Maphar Laboratoires remains the clear leader in paediatric consumer health

#### PROSPECTS AND OPPORTUNITIES

Demographics and behavioural changes will continue to support robust growth

Interest in herbal/traditional products for children expected to increase

Further gains likely for e-commerce but pharmacies will remain dominant

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