

Sports Nutrition in Morocco

September 2023

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Sports Nutrition in Morocco - Category analysis

KEY DATA FINDINGS

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

PROSPECTS AND OPPORTUNITIES

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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DISCLAIMER

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