

# Analgesics in Morocco

September 2023

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## Analgesics in Morocco - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Self-medication and return to pre-pandemic routines boost overall demand  
Demographic and lifestyle changes favour topical analgesics/anaesthetic category  
Bottu's Doliprane still the best-selling analgesics brand

#### PROSPECTS AND OPPORTUNITIES

Adult acetaminophen projected to record strongest growth in volume sales  
Local brands and generics likely to make further gains  
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