

Sleep Aids in Morocco

September 2023

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Sleep Aids in Morocco - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Incidence of sleep problems increases due to busier lifestyles and financial concerns
Limited access to mental health services remains an important demand driver
Laboratoires Sothema maintains its clear lead in sleep aids

PROSPECTS AND OPPORTUNITIES

Healthy growth in volume and current value sales projected Interest in herbal/traditional sleep aids set to continue rising Regulatory changes and use of alternative remedies could temper demand

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DISCLAIMER

DEFINITIONS

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