



Consumer Health in Morocco

March 2026

Table of Contents

Consumer Health in Morocco

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 1 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 2 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 3 - Sales of Consumer Health by Category: Value 2020-2025

Table 4 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 5 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 6 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 7 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 8 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 9 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 10 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 11 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

Analgesics in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Price controls dampen profit margins

Botto leads, but faces challenges, while Mc Pharma gains most value share

Pharmacies hold near monopoly

PROSPECTS AND OPPORTUNITIES

Stable growth over forecast period

Growing interest in more natural offerings

Continuing focus on local production

CATEGORY DATA

Table 12 - Sales of Analgesics by Category: Value 2020-2025

Table 13 - Sales of Analgesics by Category: % Value Growth 2020-2025

Table 14 - NBO Company Shares of Analgesics: % Value 2021-2025

Table 15 - LBN Brand Shares of Analgesics: % Value 2022-2025

Table 16 - Forecast Sales of Analgesics by Category: Value 2025-2030

Table 17 - Forecast Sales of Analgesics by Category: % Value Growth 2025-2030

Sleep Aids in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Increasingly stressful lifestyles boost value sales

Bionature holds on to narrow lead

Pharmacists control distribution

PROSPECTS AND OPPORTUNITIES

Moderate value growth over forecast period

Focus on more natural positioning, as well as personalisation

Challenges remain

CATEGORY DATA

Table 18 - Sales of Sleep Aids: Value 2020-2025

Table 19 - Sales of Sleep Aids: % Value Growth 2020-2025

Table 20 - NBO Company Shares of Sleep Aids: % Value 2021-2025

Table 21 - LBN Brand Shares of Sleep Aids: % Value 2022-2025

Table 22 - Forecast Sales of Sleep Aids: Value 2025-2030

Table 23 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

Cough, Cold and Allergy (Hay Fever) Remedies in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Profit margins continue to be squeezed

Galenica holds on to lead

Pharmacies continue to dominate

PROSPECTS AND OPPORTUNITIES

Continuing growth over forecast period

Increasing demand for allergy (hay fever) remedies

Shift towards more natural options

CATEGORY DATA

Table 24 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2020-2025

Table 25 - Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2020-2025

Table 26 - NBO Company Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2021-2025

Table 27 - LBN Brand Shares of Cough, Cold and Allergy (Hay Fever) Remedies: % Value 2022-2025

Table 28 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: Value 2025-2030

Table 29 - Forecast Sales of Cough, Cold and Allergy (Hay Fever) Remedies by Category: % Value Growth 2025-2030

Dermatologicals in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Topical germicidals gain most value share

Laprophan retains commanding lead

E-commerce making gains

PROSPECTS AND OPPORTUNITIES

Further value growth over forecast period

Health and wellness trends influence innovation in dermatologicals

AI speeds up innovation

CATEGORY DATA

Table 30 - Sales of Dermatologicals by Category: Value 2020-2025

Table 31 - Sales of Dermatologicals by Category: % Value Growth 2020-2025

Table 32 - NBO Company Shares of Dermatologicals: % Value 2021-2025

Table 33 - LBN Brand Shares of Dermatologicals: % Value 2022-2025

Table 34 - LBN Brand Shares of Hair Loss Treatments: % Value 2022-2025

Table 35 - Forecast Sales of Dermatologicals by Category: Value 2025-2030

Table 36 - Forecast Sales of Dermatologicals by Category: % Value Growth 2025-2030

Digestive Remedies in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales supported by price controls

Maphar maintains leadership

Pharmacies remain a trusted channel

PROSPECTS AND OPPORTUNITIES

Common digestive issues such as food poisoning continue to support value sales

Continuing push for local production

Increasing focus on gut health benefits digestive remedies

CATEGORY DATA

Table 37 - Sales of Digestive Remedies by Category: Value 2020-2025

Table 38 - Sales of Digestive Remedies by Category: % Value Growth 2020-2025

Table 39 - NBO Company Shares of Digestive Remedies: % Value 2021-2025

Table 40 - LBN Brand Shares of Digestive Remedies: % Value 2022-2025

Table 41 - Forecast Sales of Digestive Remedies by Category: Value 2025-2030

Table 42 - Forecast Sales of Digestive Remedies by Category: % Value Growth 2025-2030

Eye Care in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive value growth in 2025

Promopharm retains commanding lead

Pharmacies lead distribution, but e-commerce shows signs of promising growth

PROSPECTS AND OPPORTUNITIES

Stable growth over forecast period

Technology plays an increasing role in supporting sales

Preservative-free and long expiration in demand

CATEGORY DATA

Table 43 - Sales of Eye Care by Category: Value 2020-2025

Table 44 - Sales of Eye Care by Category: % Value Growth 2020-2025

Table 45 - NBO Company Shares of Eye Care: % Value 2021-2025

Table 46 - LBN Brand Shares of Eye Care: % Value 2022-2025

Table 47 - Forecast Sales of Eye Care by Category: Value 2025-2030

Table 48 - Forecast Sales of Eye Care by Category: % Value Growth 2025-2030

NRT Smoking Cessation Aids in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Value sales remain low, with little growth

Pierre Fabre dominates competitive landscape

Pharmacies hold a monopoly over distribution

PROSPECTS AND OPPORTUNITIES

Minimal constant value growth over forecast period

Digital cessation tools offer potential, as well as expansion in NRT gum and lozenges.

Alternative to patches could drive growth

CATEGORY INDICATORS

Table 49 - Number of Smokers by Gender 2020-2025

CATEGORY DATA

Table 50 - Sales of NRT Smoking Cessation Aids by Category: Value 2020-2025

Table 51 - Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2020-2025

Table 52 - NBO Company Shares of NRT Smoking Cessation Aids: % Value 2021-2025

Table 53 - LBN Brand Shares of NRT Smoking Cessation Aids: % Value 2022-2025

Table 54 - Forecast Sales of NRT Smoking Cessation Aids by Category: Value 2025-2030

Table 55 - Forecast Sales of NRT Smoking Cessation Aids by Category: % Value Growth 2025-2030

Wound Care in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stable growth in mature segment

URGO holds on to tight lead

Pharmacies remain leading channel, though other channels registering growth

PROSPECTS AND OPPORTUNITIES

Continuing stable growth over forecast period

Innovation and technology add value

Increasing offerings targeted at children

CATEGORY DATA

Table 56 - Sales of Wound Care by Category: Value 2020-2025

Table 57 - Sales of Wound Care by Category: % Value Growth 2020-2025

Table 58 - NBO Company Shares of Wound Care: % Value 2021-2025

Table 59 - LBN Brand Shares of Wound Care: % Value 2022-2025

Table 60 - Forecast Sales of Wound Care by Category: Value 2025-2030

Table 61 - Forecast Sales of Wound Care by Category: % Value Growth 2025-2030

Sports Nutrition in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth, though from low base

Weider continues to have strong lead.

Pharmacies are gradually losing value share to e-commerce.

PROSPECTS AND OPPORTUNITIES

Continuing growth over forecast period

Ample room for more diversified offerings

Multinationals continue to dominate, though there is an opportunity for local players.

CATEGORY DATA

Table 62 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 63 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 64 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 65 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 66 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 67 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Dietary Supplements in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth in 2025

Imported brands lead, but local offerings making gains

Pharmacies are the leading distributors, but e-commerce gaining momentum

PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Regulatory changes leading to short-term challenges and long-term benefits

Herbal dietary supplements register strong value growth

CATEGORY DATA

Table 68 - Sales of Dietary Supplements by Category: Value 2020-2025

Table 69 - Sales of Dietary Supplements by Category: % Value Growth 2020-2025

Table 70 - Sales of Dietary Supplements by Positioning: % Value 2020-2025

Table 71 - NBO Company Shares of Dietary Supplements: % Value 2021-2025

Table 72 - LBN Brand Shares of Dietary Supplements: % Value 2022-2025

Table 73 - Forecast Sales of Dietary Supplements by Category: Value 2025-2030

Table 74 - Forecast Sales of Dietary Supplements by Category: % Value Growth 2025-2030

Vitamins in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Healthy value growth in 2025

Bayer maintains leadership, while Laprophan leads in single vitamins

Pharmacies leading distributors, but e-commerce gaining momentum

PROSPECTS AND OPPORTUNITIES

Positive outlook over forecast period

Vitamin C promises highest yield

Increasing segmentation, as well as more focus on clean and natural offerings

CATEGORY DATA

Table 75 - Sales of Vitamins by Category: Value 2020-2025

Table 76 - Sales of Vitamins by Category: % Value Growth 2020-2025

Table 77 - Sales of Multivitamins by Positioning: % Value 2020-2025

Table 78 - NBO Company Shares of Vitamins: % Value 2021-2025

Table 79 - LBN Brand Shares of Vitamins: % Value 2022-2025

Table 80 - Forecast Sales of Vitamins by Category: Value 2025-2030

Table 81 - Forecast Sales of Vitamins by Category: % Value Growth 2025-2030

Weight Management and Wellbeing in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

High rates of obesity support value sales

Forté Pharma holds on to commanding lead

Pharmacies lead distribution, but other channels making gains

PROSPECTS AND OPPORTUNITIES

Continuing positive value growth over forecast period

Newer technologies dampen value sales

Consumers adopt longer-term approach to weight loss

CATEGORY DATA

Table 82 - Sales of Weight Management and Wellbeing by Category: Value 2020-2025

Table 83 - Sales of Weight Management and Wellbeing by Category: % Value Growth 2020-2025

Table 84 - NBO Company Shares of Weight Management and Wellbeing: % Value 2021-2025

Table 85 - LBN Brand Shares of Weight Management and Wellbeing: % Value 2022-2025

Table 86 - Forecast Sales of Weight Management and Wellbeing by Category: Value 2025-2030

Table 87 - Forecast Sales of Weight Management and Wellbeing by Category: % Value Growth 2025-2030

Herbal/Traditional Products in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Continuing healthy value growth in 2025

Mondelez holds on to commanding lead

Pharmacies lead distribution

PROSPECTS AND OPPORTUNITIES

Healthy outlook over forecast period

Cannabis-derived treatments offer potential for growth

Regulatory changes lead to short-term challenges and long-term benefits

CATEGORY DATA

Table 88 - Sales of Herbal/Traditional Products by Category: Value 2020-2025

Table 89 - Sales of Herbal/Traditional Products by Category: % Value Growth 2020-2025

Table 90 - NBO Company Shares of Herbal/Traditional Products: % Value 2021-2025

Table 91 - LBN Brand Shares of Herbal/Traditional Products: % Value 2022-2025

Table 92 - Forecast Sales of Herbal/Traditional Products by Category: Value 2025-2030

Table 93 - Forecast Sales of Herbal/Traditional Products by Category: % Value Growth 2025-2030

Paediatric Consumer Health in Morocco

KEY DATA FINDINGS

2025 DEVELOPMENTS

Positive value growth in 2025

Maphar remains leader of overall paediatric consumer health.

Pharmacies continue to lead distribution

PROSPECTS AND OPPORTUNITIES

Steady yet modest growth in value sales over forecast period

Growing focus on wellness

Tighter regulation to benefit paediatric consumer health

CATEGORY DATA

Table 94 - Sales of Paediatric Consumer Health by Category: Value 2020-2025

Table 95 - Sales of Paediatric Consumer Health by Category: % Value Growth 2020-2025

Table 96 - NBO Company Shares of Paediatric Consumer Health: % Value 2021-2025

Table 97 - LBN Brand Shares of Paediatric Consumer Health: % Value 2022-2025

Table 98 - Forecast Sales of Paediatric Consumer Health by Category: Value 2025-2030

Table 99 - Forecast Sales of Paediatric Consumer Health by Category: % Value Growth 2025-2030

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/consumer-health-in-morocco/report.