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Introduction

Faced with the rise of sedentary lifestyles, the growth of food and the emergence of alternative medicines, the dietary supplements market is booming. The pharmaceutical and food industries offer a wide range of dietary supplements that include several products of various forms and uses. As these forms are very similar to drugs in their galenic form, the difference between a drug and dietary supplements is becoming less and less obvious. These forms represent today a real challenge in order to satisfy and retain the consumer (Claverie 2014). Since dietary supplements are potential sources of nutrients and other bioactive compounds, it is important from a public health perspective to know who is consuming them, what types and under what circumstances. In this approach, the objective of this survey is to evaluate the consumption, knowledge and practices and to determine the profiles of Moroccan consumers in terms of dietary supplements.

Methodology

Preparation of a questionnaire

- First part provides information on the socio-demographic status of respondents, including gender, age, level of education, etc.
- Concerns various information on the consumption of dietary supplements, in particular the frequency of consumption, the place of purchase, the components (vitamins, minerals, plants, others), the motivations of purchase (medical prescription, advice of a close relation, or by curiosity).

Survey

- The survey was conducted via the internet and in the field.
- 498 subjects and 70 pharmacies and parapharmacies were interviewed.
- The statistical analysis of the data was carried out using the software "Google Drive" at first and by Excel 2016 and GraphPad Prism 8 after the collection of all data.

Results

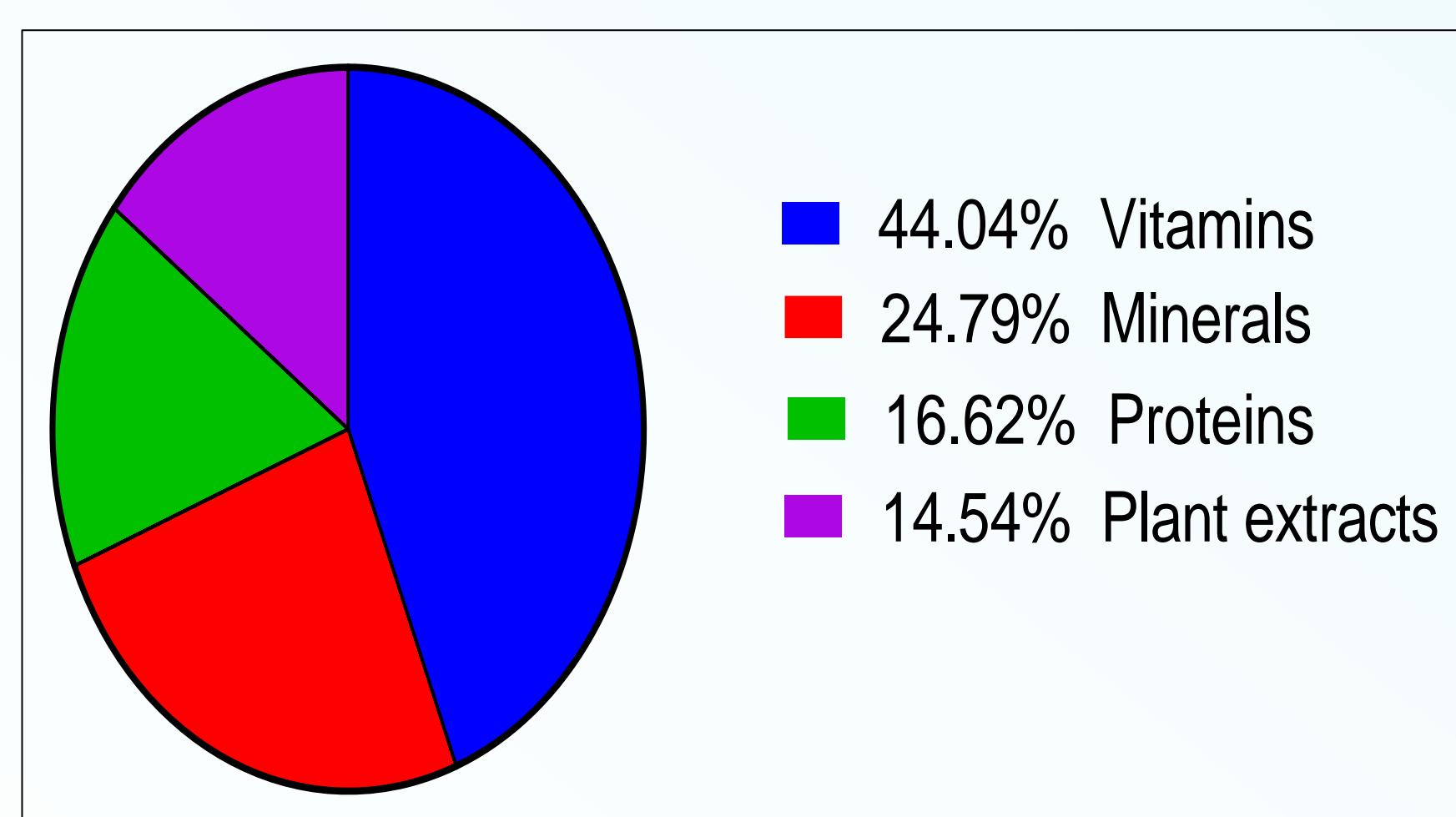


Figure 1: Most consumed components of dietary supplements.

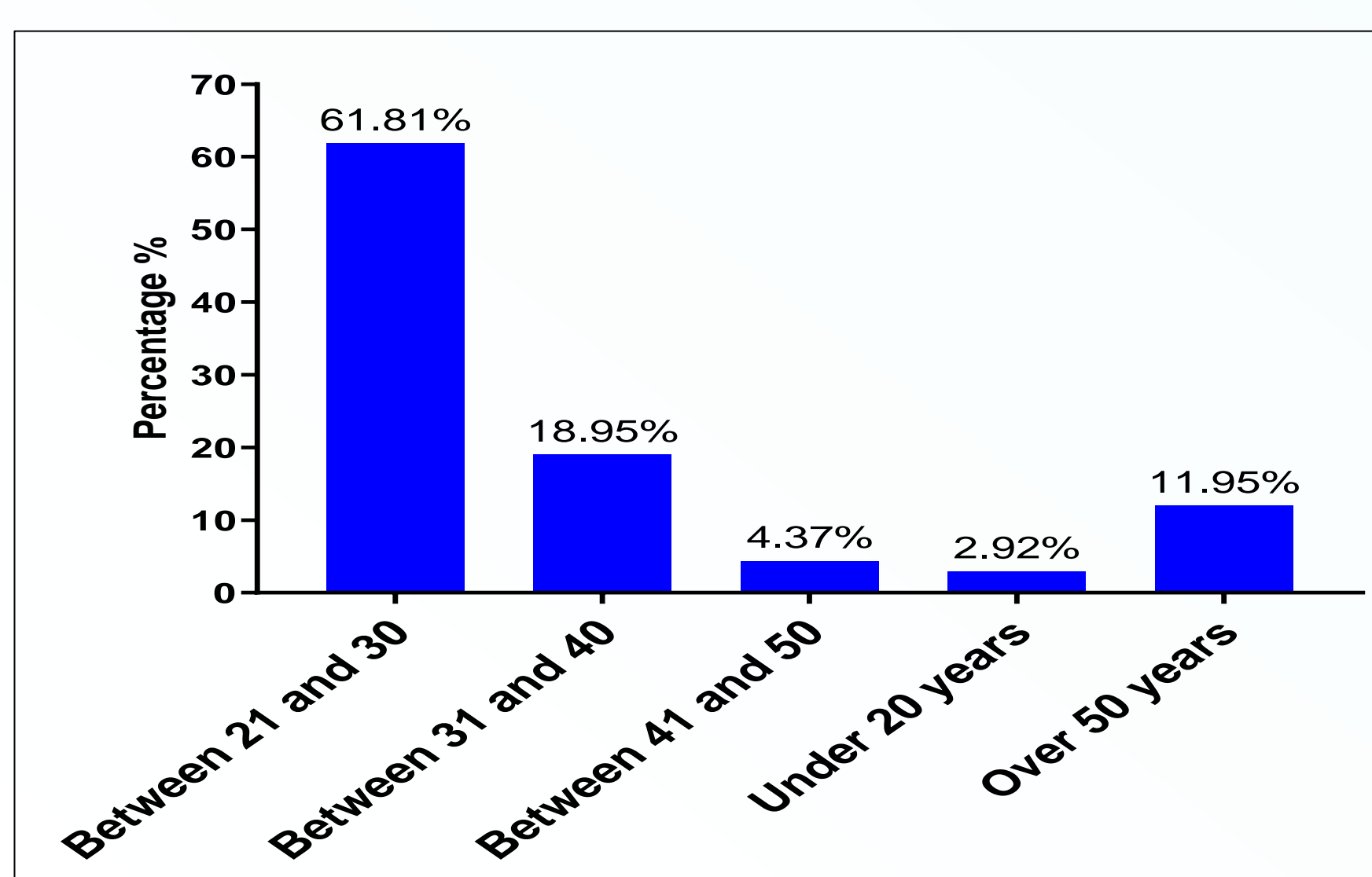


Figure 2: Distribution of the sample by age group.

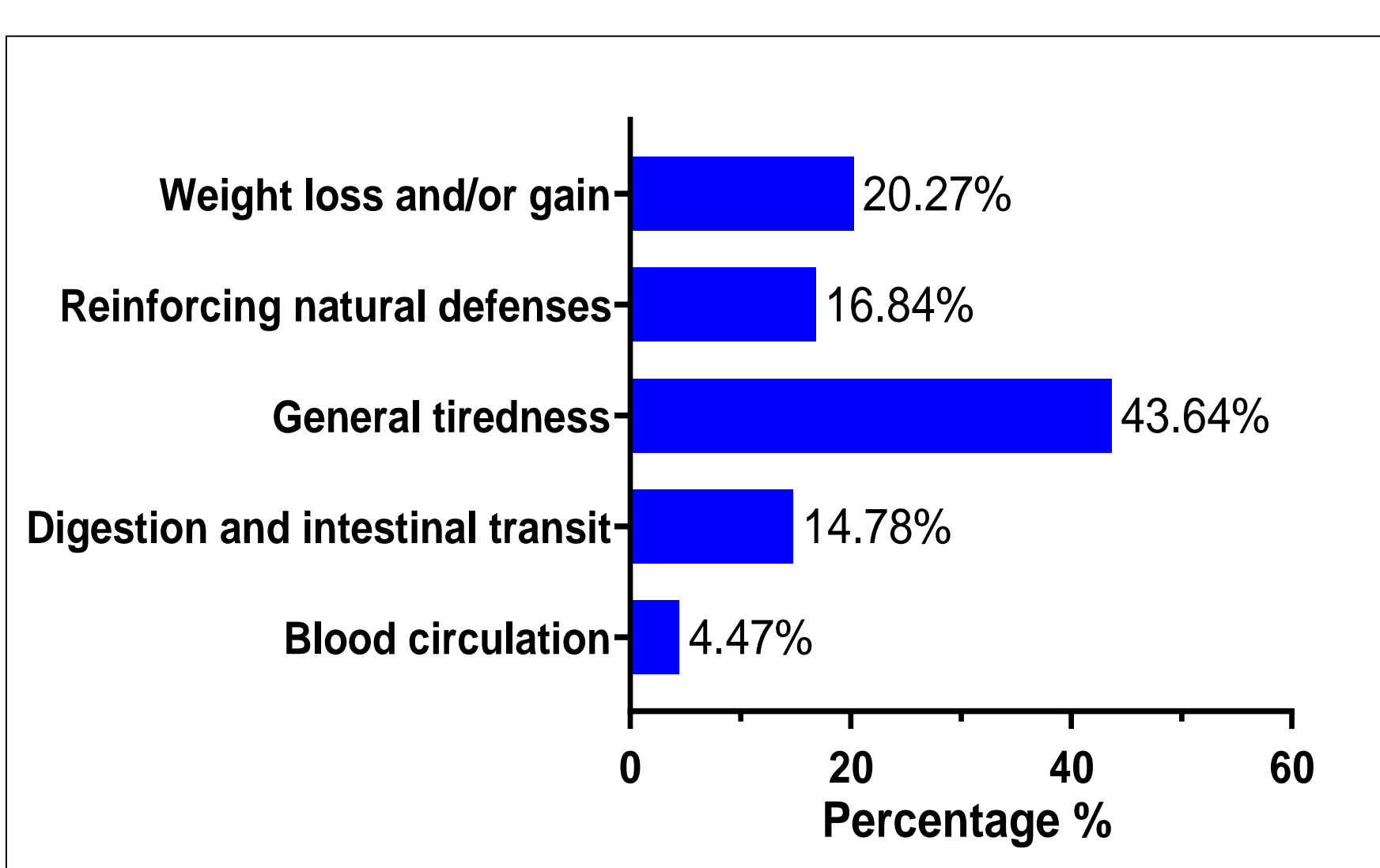


Figure 5: Symptoms treated with dietary supplements.

Table 1: Examples of consumer responses to the definition of a dietary supplement

Substance consumed to make up for nutritional deficiencies
Medicines rich in vitamins and minerals
A product that serves to give the body more energy
Food supplement represents a concentrated form of nutrients, vitamins, minerals and others. They allow us to overcome our nutritional deficiencies
Concentrated sources of nutrients
These are chemically synthesized products, whose purpose is to maintain the nutritional balance of the human body.
These are tablets that can be used to avoid vitamin or mineral deficiencies and not to fall into malnutrition
A foodstuff whose purpose is to provide or supplement the lack or insufficiency of nutrients that the individual needs.
Are drugs that offer complementary needs of vitamin
A treatment addressed to people who suffer from a deficiency of food
Food supplements = vitamins

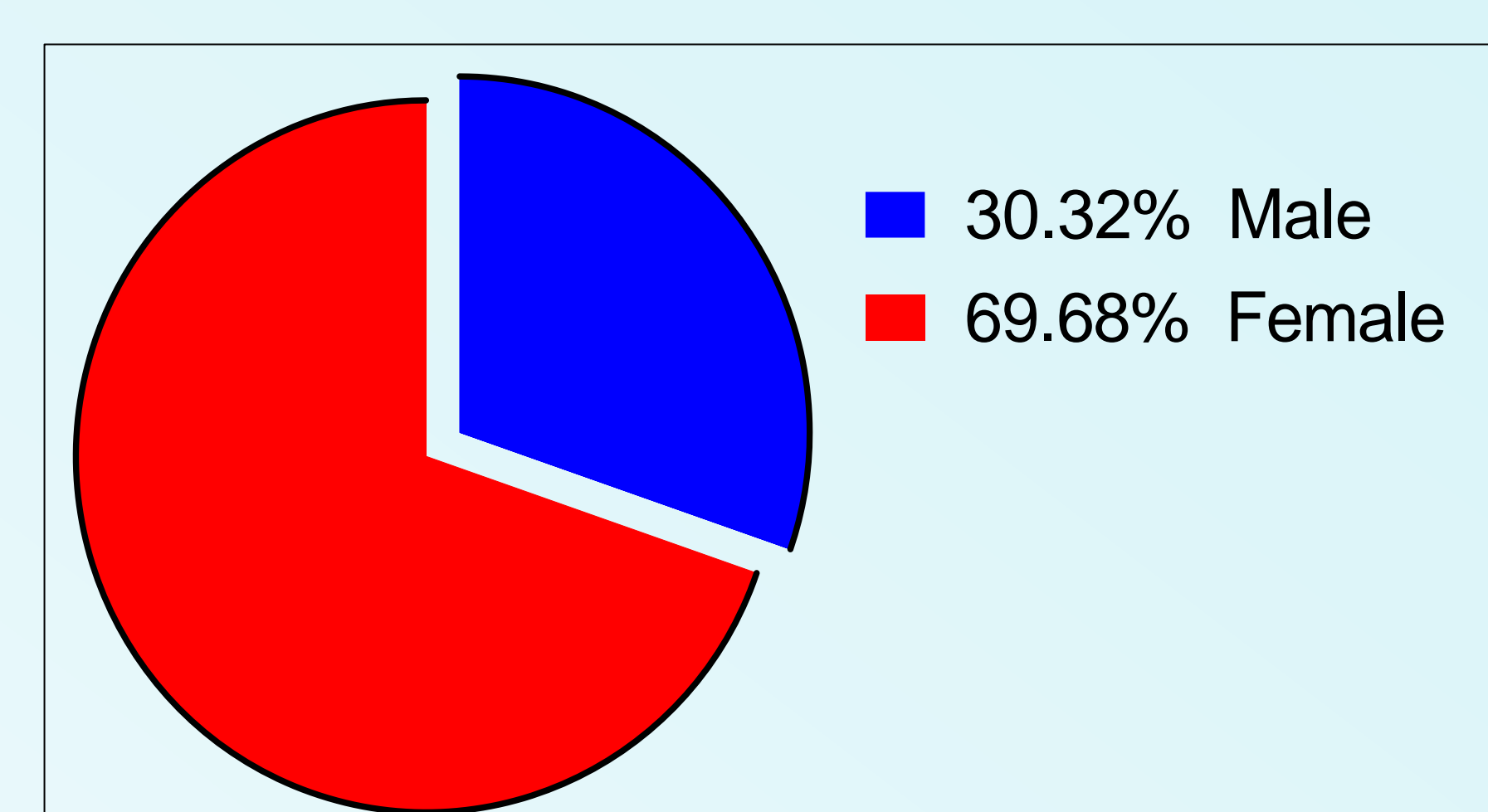


Figure 3: Distribution of the sample by gender group.

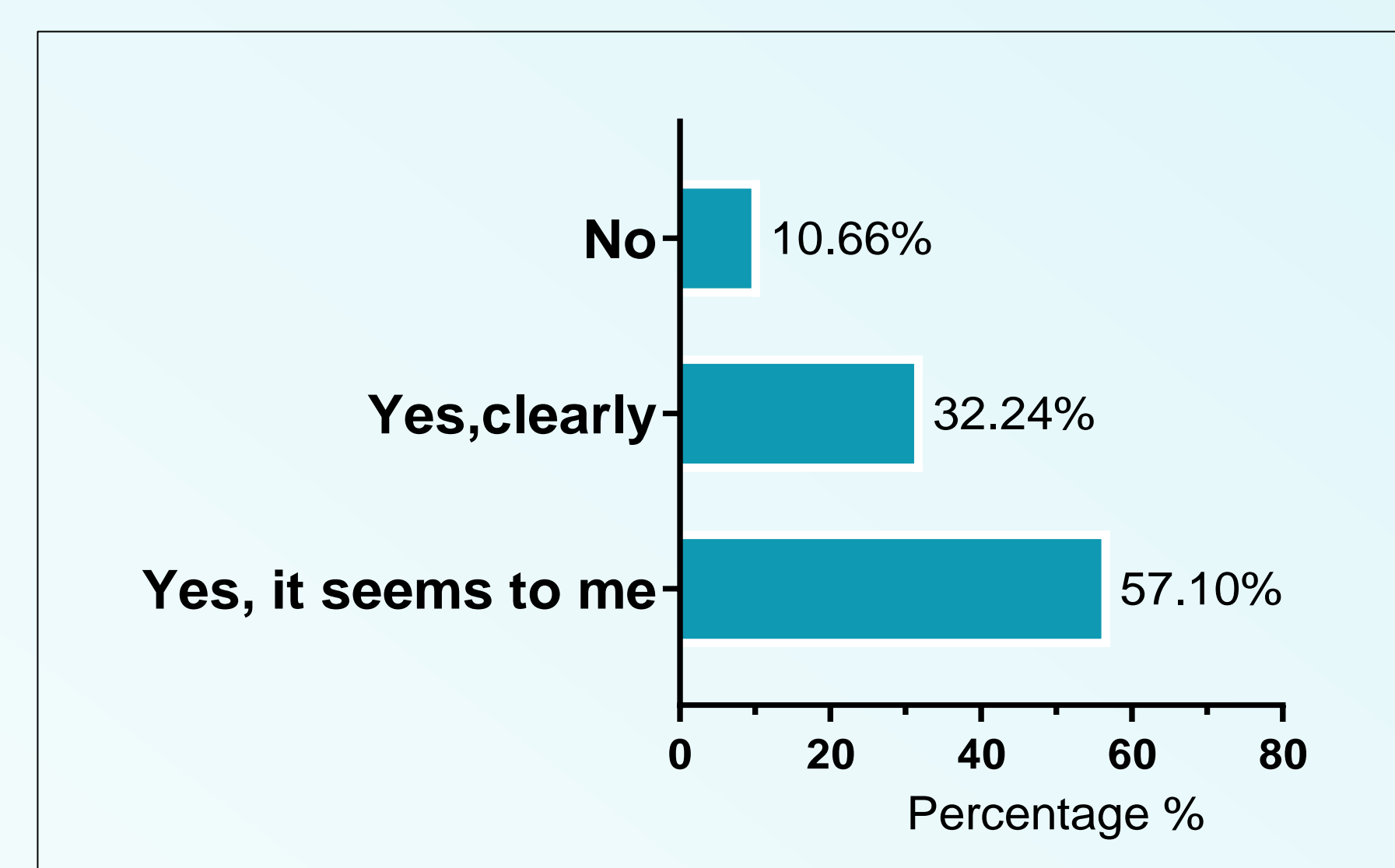


Figure 4: Consumer satisfaction after consuming dietary supplements.

Conclusion

The health professional then, remains a key player and must educate consumers on the benefits as well as the risks associated with taking dietary supplements. In this sense, the provision of clear and validated information is a very effective tool. The present survey allowed us to bring new data concerning the sector of dietary supplements in Morocco, in particular the region Fez-Meknes, by the study of several parameters related to the consumption, the production and the distribution of these products.

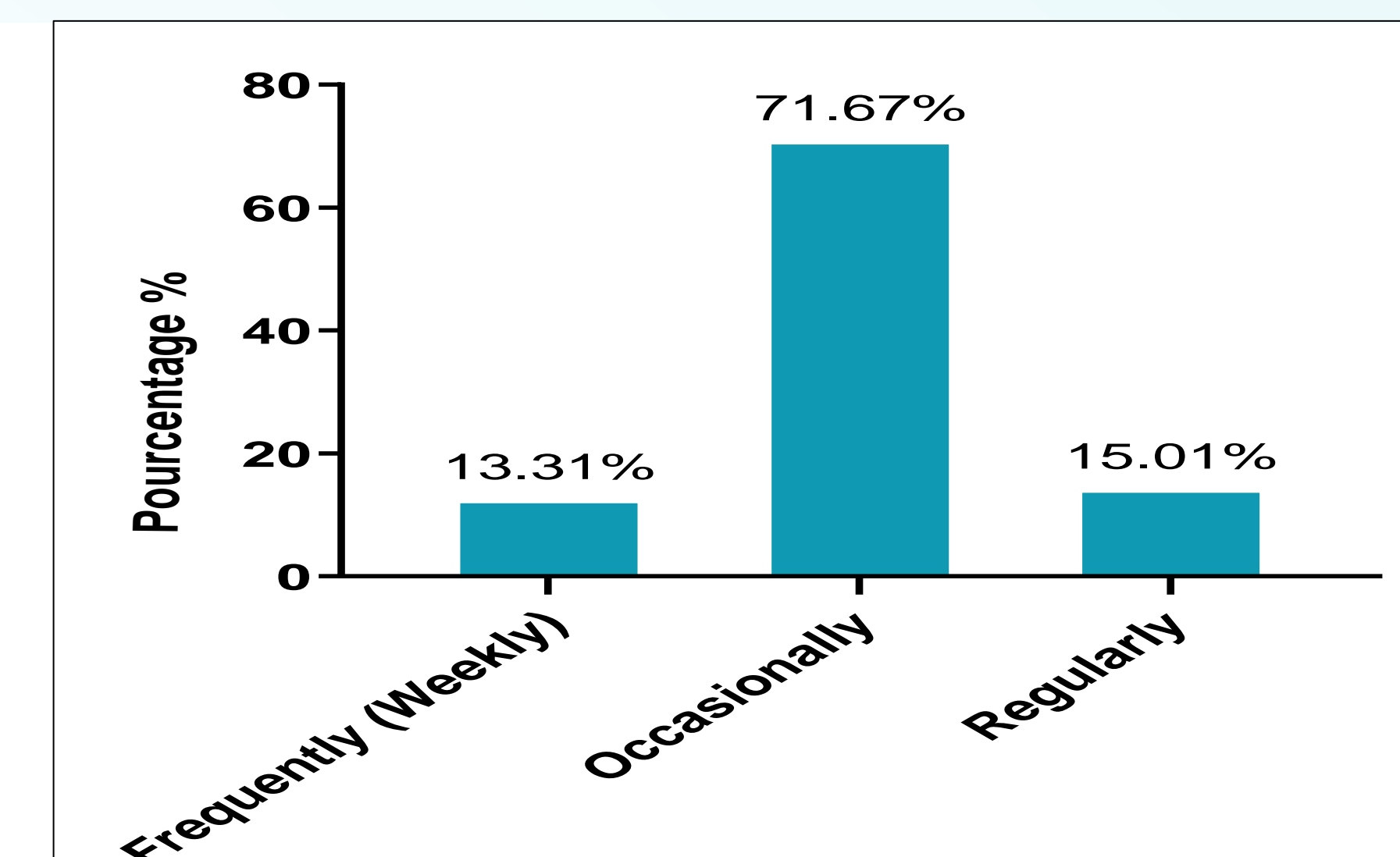


Figure 6: Frequency of consumption.

References

- Claverie, Olivier. 2014. "L'aromatisation Des Compléments Alimentaires: Un Jeu de Formulation."



ATTESTATION

Nous soussignons, les membres du comité d'organisation de la 7^{ème} Journée Scientifique Nationale de l'Environnement & de la Santé (7JSNES) qui s'est déroulée le 22 Mars 2022 que:

Mme. / Mr. EL FINOU HAMZA

a présenté une **communication par affiche** intitulée:

CONSUMER PROFILE OF DIETARY SUPPLEMENTS IN MOROCCO, CASE OF FES-MEKNES REGION

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Pr. IMANE EL OUAHABI



Pr. ABDESSAMAD AMINE


le 22 MARS 2022

Pr. MERYEM MEHTAH EL KHAIR

