

Sleep Aids in Canada

Market Direction | 2022-09-20 | 25 pages | Euromonitor

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Report description:

Sleep aids is expected to continue to record robust current retail value and volume growth in Canada in 2022. An estimated 25% of Canadians suffer from insomnia and do not get the recommended 7-8 hours of sleep per night. A recent study by the Public Health Agency of Canada reported that one in two Canadian adults regularly have trouble going to sleep and sleeping through the night. The main contributory factors to poor sleeping habits include stress, hectic work schedules and shift work, the de...

Euromonitor International's Sleep Aids in Canada report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2017-2021, allowing you to identify the sectors driving growth. Forecasts to 2026 illustrate how the market is set to change.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Sleep Aids market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SLEEP AIDS IN CANADA

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2022 DEVELOPMENTS

Interest in sleep aids fuelled by the rising incidence of anxiety and sleep deprivation

Innovation and investment remain key factors for success in a highly competitive category

WN Pharmaceuticals maintains the lead in a highly concentrated category

PROSPECTS AND OPPORTUNITIES

Increasingly hectic lifestyles and an ageing demographic will boost sales of sleep aids in the coming years

Demand will be limited by growing competition from alternative products and services

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