

Sleep Aids in Indonesia

Market Direction | 2022-09-23 | 19 pages | Euromonitor

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Report description:

Demand for sleep aids remains very limited in Indonesia, but it did receive a significant boost from the pandemic in 2020. Retail constant value sales continued to expand in 2022-albeit at a more modest rate. The number of people with sleeping disorders in the country increased significantly as a result of the stress and worry brought about by the pandemic. Moreover, so-called coronasomnia has been established as a symptom of long-COVID-19. However, sleep aids face increasing competition from di...

Euromonitor International's Sleep Aids in Indonesia 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.

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SLEEP AIDS IN INDONESIA

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Boost to demand provided by COVID-19 continues to weaken

With competition limited by tight regulation, Soho Industri Pharmasi's Lelap remains dominant

Regulation limits innovation

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Demand will continue to shift towards herbal offerings

E-commerce will continue to expand, but store-based retail will remain dominant

Melatonin supplements will grow in popular as an alternative to sleep aids

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