

Sleep Aids in Switzerland

Market Direction | 2022-09-20 | 23 pages | Euromonitor

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Report description:

Sleep aids continues to benefit from the growing number of Swiss consumers affected by constant stress at work, as well as at home and in life in general - compounded by the event of COVID-19 and ongoing global unrest and economic uncertainty from inflation to fear of shortages in essential goods, such as oil and flour.

Euromonitor International's Sleep Aids in Switzerland 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 SWITZERLAND

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sleep aids continue to benefit from consumers' stress, from COVID-19 to global inflation and financial uncertainty

Interest in more natural alternatives continues to grow, as consumers prefer gentler methods of sleep aids

Sidroga AG maintains top place as consumers continue to purchase the brands they know and trust

PROSPECTS AND OPPORTUNITIES

Growth expected in line with ongoing consumer anxieties and stress causing sleep disturbances

Sustained focus on natural products and more segmentation expected

No change in distribution channels expected in the short-term, but longer-term prospects may change sales landscape

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