

Sleep Aids in China

Market Direction | 2022-09-27 | 22 pages | Euromonitor

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Report description:

Sleep problems and insomnia have become increasingly prevalent in China, especially among the younger population, due to work-related stress, anxiety, and the constant use of digital devices. The onset of the pandemic has exacerbated the problem. Following a relaxation of restrictions in 2021 as virus cases fell, leading to greater mobility outside of the home and a slowing of demand for sleep aids, the resurgence of COVID-19 in early 2022 brought another spike in sleep issues among Chinese consumers.

Euromonitor International's Sleep Aids in China 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 CHINA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Prevalence of sleep disorders during pandemic-related home seclusion drives sales of sleep aids in 2022

Rising proportion of young consumers suffer from insomnia and poor sleep quality

Updated regulations favour the further development of melatonin in sleep aids

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Sleep aids to further expand in terms of format and formula innovation to differentiate

Diversifying range of alternative solutions may pose competition to sleep aids

E-commerce likely to gain further share

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