

## Sleep Aids in Italy

Market Direction | 2022-09-19 | 25 pages | Euromonitor

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### Report description:

Sleep aids is set to see strong growth in current value terms in 2022, following the positive trend seen in 2020 and 2021. Demand boomed following the outbreak of COVID-19 with the pandemic resulting in drastic changes to consumer lifestyles, including the absence of a social life, restrictions on movement and fewer physical activities. According to the Italian Association for Sleep Medicine in Italy, insomnia ranks second only to anxiety disorder in the psychiatric issues that affected COVID-19...

Euromonitor International's Sleep Aids in Italy 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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Vicks ZzzQuil Natura continues on its rise to prominence in 2022 with further investment in marketing and new product development

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