

## **Sleep Aids in Norway**

Market Direction | 2022-10-07 | 23 pages | Euromonitor

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### **Report description:**

Sleep aids saw smaller growth in 2022 compared with the last couple of years in which many consumers experienced increased stress due to fears and uncertainty over the COVID-19 pandemic. Nevertheless, growth will continue as with the financial downturn, war in Ukraine, and climate change concerns, there are plenty of factors that create worry for consumers and disrupt sleep. As such, consumers continue to use sleep aids to aid rest and sleep.

Euromonitor International's Sleep Aids in Norway 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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### **Table of Contents:**

Sleep Aids in Norway

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List Of Contents And Tables

SLEEP AIDS IN NORWAY

KEY DATA FINDINGS

2022 DEVELOPMENTS

With daily life normalising, growth in demand for sleep aids will moderate

A growing number of consumers seek natural alternatives to prescription sleep aids

Leading brand Sedix is positioned as boosting both sleep quantity and quality

PROSPECTS AND OPPORTUNITIES

Lowered but robust growth expected as consumers in Norway continue to face worries over the future

E-commerce to continue to rise as both consumers and manufacturers invest more of their time in the online space

Prescription options and desire for holistic treatment will remain the key competition to sales of sleep aids

CATEGORY DATA

Table 1 Sales of Sleep Aids: Value 2017-2022

Table 2 Sales of Sleep Aids: % Value Growth 2017-2022

Table 3 NBO Company Shares of Sleep Aids: % Value 2018-2022

Table 4 LBN Brand Shares of Sleep Aids: % Value 2019-2022

Table 5 Forecast Sales of Sleep Aids: Value 2022-2027

Table 6 Forecast Sales of Sleep Aids: % Value Growth 2022-2027

CONSUMER HEALTH IN NORWAY

EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 Life Expectancy at Birth 2017-2022

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2017-2022

Table 10 Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 □Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 □Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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Summary 1 OTC: Switches 2021-2022

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 Research Sources

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