

Sleep Aids in Taiwan

Market Direction | 2022-10-07 | 22 pages | Euromonitor

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Report description:

Sleeps aids is a very small product area in Taiwan in terms of value sales with many insomnia sufferers preferring to try more natural methods or dietary supplements to aid restfulness. However, the pandemic and its subsequent stresses has led to increased problems with sleep. Working from home has meant that work and home life have become blurred, disrupting people's ability to switch off. In addition, more time on devices (thus exposing consumers to blue light) tends to disturb sleep patterns.

Euromonitor International's Sleep Aids in Taiwan 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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Sentosa continues to be the top player for sleep aids despite an increasing number of online brands entering and gaining share

Increasing trend towards herbal ingredients

PROSPECTS AND OPPORTUNITIES

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