

Sleep Aids in Japan

Market Direction | 2022-10-13 | 23 pages | Euromonitor

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Report description:

In 2022, society is shifting towards the gradual resumption of in-person work and leisure activities, but COVID-19 remains in evidence, and lifestyles have not fully returned to normal yet, meaning that many consumers are sleep-deprived due to prolonged stress and anxiety. In addition, since the pandemic began in 2020, lower levels of serotonin, due to less exposure to sunlight and less activity amongst consumers compared with pre-COVID-19, has also led to an increase in consumers suffering from...

Euromonitor International's Sleep Aids in Japan 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 JAPAN

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifestyle changes caused by COVID-19 support demand for sleep aids

Increasing number of non-OTC products with sleep claims a headwind to growth

Increasing awareness of self-care has maintained sales of sleep aids

PROSPECTS AND OPPORTUNITIES

Declines expected in the forecast years, as the competition with non-OTC products remains a threat

Increasing sleep-related technologies and products will boost consumers' interest in improved sleep quality

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