

Sleep Aids in South Africa

Market Direction | 2022-12-07 | 21 pages | Euromonitor

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Report description:

CBD is the new ingredient which is gaining in popularity across all categories from foods and beauty products to consumer health. Sleep aids containing CBD are slowly making their way onto the shelves of leading pharmacies in South Africa and can also be purchased online. Due to their niche nature, CBD sleep aids are priced higher than the average, and as a result, are not accessible to a wide consumer base. For example, while regular herbal/traditional sleep aids cost approximately ZAR3 per tab...

Euromonitor International's Sleep Aids in South Africa 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 SOUTH AFRICA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sleep aids containing CBD gaining shelf space

Regulation limits growth of standard sleep aids

Improving awareness regarding the importance of sleep on mental wellbeing

PROSPECTS AND OPPORTUNITIES

Herbal/traditional sleep aids dominate shelf space and benefit from better brand awareness due to greater visibility

Challenging economic environment will support growth of sleep aids as consumers seek ways to battle anxiety and depression

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