

Sleep Aids in Australia

Market Direction | 2022-11-15 | 23 pages | Euromonitor

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Report description:

Demand for sleep aids continues to grow in 2022, supported by the lifting of COVID-19 restrictions in Australia. This scenario has seen local consumers returning to busy lifestyles with challenges to balance work and family obligations. Many workplaces requested that employees return to the office and whilst hybrid measures are still an option for many, the stress to find a workload/family balance is fuelling anxiety and sleep issues, thereby supporting further sales of sleep aids in 2022. Resea...

Euromonitor International's Sleep Aids in Australia 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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SLEEP AIDS IN AUSTRALIA

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Growth boosted by the return to busier lifestyles amongst local population

Growth in wellness-driven demand contributes to sales

Switch of melatonin boosts demand from ageing population

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