

Sleep Aids in Hungary

Market Direction | 2023-10-05 | 23 pages | Euromonitor

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Report description:

While sleep aids is poised to record strong growth in current value sales in 2023, this is mainly due to price hikes amidst high inflation fuelled by the global recovery from COVID-19 and the fallout of Russia's invasion of Ukraine. With inflationary pressures eroding purchasing power and making Hungarians much more cautious in their spending decisions, the category is set to contract in volume terms after having shown consistently positive results in this regard earlier in the review period. Ho...

Euromonitor International's Sleep Aids in Hungary report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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 HUNGARY

KEY DATA FINDINGS

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Price hikes and increased budget-consciousness subdue demand

Herbal/traditional products face growing threat from dietary supplements

Teva Gyogyszergyar's Teva Valeriana remains the leading brand by a wide margin

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