

Sleep Aids in Turkey

Market Direction | 2023-10-04 | 21 pages | Euromonitor

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Report description:

While health concerns associated with Coronavirus (COVID-19) began to wane from 2022, economic uncertainty in light of high inflation and the aftermath of the earthquakes were sources of stress and anxiety for consumers in 2023. In addition, the increasing amount of time spent on electronic devices like smartphones, PCs and tablets had a negative effect on sleep patterns. Indeed, insomnia is increasingly an issue due to the distraction of technology, as many consumers go to bed late after spendi...

Euromonitor International's Sleep Aids in Turkey 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.

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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Pressure on sleep patterns supports retail volume growth

Herbal options remain the most popular

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