

Sleep Aids in the Philippines

Market Direction | 2023-10-20 | 21 pages | Euromonitor

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Report description:

One of the more interesting aspects of the Philippine consumer health market is that the country is often the first territory that multinational companies launch new products in, especially those that represent a significant departure from the products currently available in the mainstream. This is because the Philippines represents an opportunity for brand owners to experiment with new products and concepts in an English-speaking environment that is less culturally connected to English-speaking...

Euromonitor International's Sleep Aids in Philippines 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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The increasingly stressful lifestyles of local consumers support demand for sleep aids

Consumers become more interested in melatonin during the post-pandemic era

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