

Sleep Aids in New Zealand

Market Direction | 2023-10-30 | 22 pages | Euromonitor

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Report description:

Retail sales of sleep aids registered accelerated growth in current value terms in 2023, continuing the upward trajectory seen over the review period. Many New Zealanders struggled to achieve the recommended seven to eight hours sleep each night, and hence looked for ways to relieve their insomnia. Even after the end of the COVID-19 pandemic, many consumers continued to experience sleep problems as a long-term issue. Dubbed "coronasomina", this phenomenon was characterised by having trouble fall...

Euromonitor International's Sleep Aids in New Zealand 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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High levels of stress and anxiety lead to disruption of sleep patterns

Increased evening screen time usage fuels demand for sleep aids among teenagers

Sleep Drops leads the market for sleep aids

PROSPECTS AND OPPORTUNITIES

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