

Sleep Aids in Brazil

Market Direction | 2024-03-18 | 27 pages | Euromonitor

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Report description:

Sleep aids is set to maintain dynamic retail volume growth and even stronger current value growth in Brazil in 2023. For many people, especially those in busy cities, getting a full eight hours sleep each night can feel like a luxury. The fast pace of city life and daily stresses have contributed to a decline in sleep quality. It is no surprise that insomnia is the most common complaint amongst those with sleep issues, followed by problems such as snoring and sleep apnoea. According to the Brazi...

Euromonitor International's Sleep Aids in Brazil report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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 BRAZIL

KEY DATA FINDINGS

2023 DEVELOPMENTS

Double-digit growth supported by the pursuit of quality sleep and the authorisation to sell melatonin without a prescription

Blurring wellness space: Sleep aids compete with several other categories aimed at improving sleep quality

Increasing integration between pharmacies and digital channels for the democratisation of sleep improvement

PROSPECTS AND OPPORTUNITIES

Innovation and technology will continue to push the boundaries of growth

Credibility and a more natural appeal could dictate the category's next steps

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