

## Sleep Aids in China

Market Direction | 2024-09-18 | 20 pages | Euromonitor

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### Report description:

Although it remains a relatively small category within consumer health in China, sleep aids has experienced several years of robust growth, and is projected to continue to achieve double-digit expansion in retail current value terms in 2024. With the increasing pressures of modern life, and shifts in daily dietary habits, such as the consumption of caffeinated beverages, insomnia has gradually extended beyond the elderly to affect younger demographics. Notably, young professionals in large citie...

Euromonitor International's Sleep Aids in China 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.

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