

## **Sleep Aids in Japan**

Market Direction | 2024-09-18 | 25 pages | Euromonitor

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### **Report description:**

Sleep aids in Japan is set to experience a decline in retail current value terms in 2024. Japan is often referred to as one of the most sleep-deprived countries in the world. This can also be seen from Euromonitor International's Voice of the Consumer: Health and Nutrition Survey, fielded January to February 2024. For instance, when asked, "On average, how many hours of sleep do you get per night?", Japan exceeded the average for responses of "less than 5 hours" and "5 to 7 hours" amongst 21 cou...

Euromonitor International's Sleep Aids in Japan 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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