

Sleep Aids in New Zealand

Market Direction | 2024-09-18 | 22 pages | Euromonitor

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Report description:

Retail sales of sleep aids are expected to register growth in both retail volume and current value terms in New Zealand in 2024. Many consumers struggle to achieve the recommended seven to eight hours sleep each night, and hence look for ways to relieve their insomnia. Even after the end of the COVID-19 pandemic, which led to disruption to sleep patterns, many consumers have continued to experience sleep problems as a long-term issue. Moreover, ongoing stress and anxiety surrounding the uncertai...

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 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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SLEEP AIDS IN NEW ZEALAND

KEY DATA FINDINGS

2024 DEVELOPMENTS

High levels of stress and anxiety lead to disrupted sleep patterns

Sleep Drops continues to dominate sleep aids

High local prices and regulation of melatonin see consumers purchase sleep aids directly from overseas

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