

Sleep Aids in Australia

Market Direction | 2024-09-26 | 23 pages | Euromonitor

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Report description:

Demand for sleep aids in Australia continues to rise, albeit more slowly compared to 2023, driven by various factors. The legacy of the pandemic, with its long lockdowns and restricted socialisation, remains evident in Australia with many, particularly consumers aged 18-30 years, seeking help for anxiety, poor sleep quality and unhealthy sleep habits. In addition, the review period has seen surging inflation rates, higher interest rates, increased living expenses, and for many industries, a redu...

Euromonitor International's Sleep Aids in Australia 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 subject to considerable cross-category competition

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