

Sleep Aids in Greece

Market Direction | 2024-09-23 | 21 pages | Euromonitor

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Report description:

There is a strong increase in the demand for sleep aids in Greece in the wake of a rise in the incidence of stress and anxiety induced by economic hardship and widespread geopolitical uncertainty. The rise in demand is not only driven by new consumers entering the category but also by an increase in the frequency of use by existing consumers. There is a very low exit rate, and existing consumers continue to use sleep aids as socioeconomic and political circumstances result in consumers regularly...

Euromonitor International's Sleep Aids in Greece 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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