

Sleep Aids in Turkey

Market Direction | 2024-10-10 | 21 pages | Euromonitor

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Report description:

In 2024, both retail value and volume growth for sleep aids is set to remain positive. The continuous positive development is due to the ongoing factors that are contributing to general restlessness and sleeplessness. This includes high levels of stress and anxiety caused by the unstable economic conditions and decreased purchasing power in Turkey. In addition, the increasing amount of time spent on electronic devices like smartphones, PCs and tablets had a negative effect on sleep patterns. The...

Euromonitor International's Sleep Aids in Turkey 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 TURKEY

KEY DATA FINDINGS

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Busy lifestyles partner with rising stress and anxiety to boost sales in sleep aids

Herbal options remain popular as consumers appreciate the lack of side effects

No change in the competitive environment as Sandoz Ilac retains its lead

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Increasing insomnia will support growth sales over the forecast period

Consumers increasingly migrate from Rx products to OTC options, boosting growth

E-commerce set to gain ground, driving growth through convenience

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