

Sleep Aids in Bulgaria

September 2024

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Sleep Aids in Bulgaria - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Ongoing rise in sleep disorders supports sales Novanight to extend its lead in sleep aids Economic uncertainty and knowledge about the importance of sleep supports sales of sleep aids

PROSPECTS AND OPPORTUNITIES

Robust outlook for sleep aids in upcoming years Proliferation of natural sleep aid products is anticipated Traditional pharmacy outlets to lose some ground to e-commerce channel

CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2019-2024Table 2 - Sales of Sleep Aids: % Value Growth 2019-2024Table 3 - NBO Company Shares of Sleep Aids: % Value 2020-2024Table 4 - LBN Brand Shares of Sleep Aids: % Value 2021-2024Table 5 - Forecast Sales of Sleep Aids: Value 2024-2029Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

Consumer Health in Bulgaria - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

MARKET INDICATORS

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MARKET DATA

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DISCLAIMER

DEFINITIONS

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