

Sleep Aids in Indonesia

October 2024

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Sleep Aids in Indonesia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Insomnia is becoming a more prevalent issue amongst young people Indonesians explore innovative sleep solutions

Local brands dominate the market

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Continued growth expected as modern lives hamper sleep duration and quality Sleep patches emerge as promising alternatives to oral remedies

Adaptogen-based supplements are expected to gain traction

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DISCLAIMER

DEFINITIONS

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