



**Euromonitor
International**

Sleep Aids in Italy

September 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Sleep aids category stabilises as post-pandemic calmness lowers demand and economic factors drive growth of reimbursed options
Market consolidation sees small players exiting and major brands investing in R&D and more appealing formats
Melatonin mainstay faces challenge from rise of traditional and natural ingredients like chamomile and valerian

PROSPECTS AND OPPORTUNITIES

Growing elderly population will drive demand for sleep disorder solutions
Post-pandemic wellness trend threatens traditional sleep aids as consumers embrace preventive measures for better sleep
Natural ingredients and niche products offer potential to expand the market beyond traditional users, targeting gamers, women's specific needs and remote workers

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Consumer Health in Italy - Industry Overview

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DISCLAIMER

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