



**Euromonitor  
International**

# Sleep Aids in Turkey

October 2024

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KEY DATA FINDINGS

2024 DEVELOPMENTS

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

PROSPECTS AND OPPORTUNITIES

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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Consumer Health in Turkey - Industry Overview

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DISCLAIMER

DEFINITIONS

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#### About Euromonitor International

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sleep-aids-in-turkey/report](http://www.euromonitor.com/sleep-aids-in-turkey/report).