



# Sleep Aids in Ukraine

October 2024

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## Sleep Aids in Ukraine - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sleep aids in high demand as Russia's war takes its toll on the mental health and wellbeing of locals

Herbal/traditional products and Corvalol the big winners in sleep aids

Domestic players lead the way

#### PROSPECTS AND OPPORTUNITIES

Sleep aids likely to remain in demand despite competition from other products and services

Innovation and new product development could be key to delivering stronger growth in sleep aids

Domestic players well positioned to maintain their lead with a good balance of affordable pricing, efficacy and quality

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