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# Sleep Aids in South Africa

October 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

High stress levels and exposure to blue light contribute to growth of sleep aids  
Herbal/traditional sleep aids drive demand due to natural perception  
Mental health issues contribute to rising demand for professional support

PROSPECTS AND OPPORTUNITIES

Adopting healthy lifestyles to potentially reduce reliance on sleep aids  
CBD set to gain traction and shelf space in popular retailers  
Regulation around OTC sleep aids aims to reduce misuse

CATEGORY DATA

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

Consumer Health in South Africa - 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

- Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024
- Table 8 - Life Expectancy at Birth 2019-2024

MARKET DATA

- Table 9 - Sales of Consumer Health by Category: Value 2019-2024
- Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
- Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
- Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
- Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
- Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
- Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
- Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029
- Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

DISCLAIMER

DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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