

Sleep Aids in Switzerland

October 2024

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Sleep Aids in Switzerland - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Lifestyle factors drive growth in sleep aids Natural alternatives to support sleep are on the increase Swiss consumers favour familiar brands, with pharmacies being primary retail channel

PROSPECTS AND OPPORTUNITIES

High stress levels will continue to contribute to sleep disturbances Sustained focus on natural products Technological advancements will help consumers to improve their sleep experience

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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