

Sleep Aids in Indonesia

September 2023

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Sleep Aids in Indonesia - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Adults turn to sleep aids to ensure sufficient, high quality sleep

Regular use of sleep aids not recommended

Local brands dominate thanks to a reputation for efficacy

PROSPECTS AND OPPORTUNITIES

Continued growth expected as modern lives hamper hours of sleep and sleep quality

Competition for sleep aids from both stronger and milder products

E-commerce set to continue to expand, but store-based retail will remain dominant

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DISCLAIMER

DEFINITIONS

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