

# Sleep Aids in Australia

September 2023

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## Sleep Aids in Australia - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Consumers recognise the importance of quality sleep, increasing demand for sleep aids

Sleep aids competes with multiple other categories aiming to improve sleep quality

Dozile is the clear leader in a relatively small category

#### PROSPECTS AND OPPORTUNITIES

Poor sleep quality amongst young Australians will maintain rising demand for sleep aids

Convenience and ease of access may favour competing products over sleep aids

Stress and anxiety levels expected to rise amongst the Australian population

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