

Sleep Aids in Italy

September 2023

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Sleep Aids in Italy - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep aids sees slower growth as the pandemic comes to an end

Italians' higher awareness of the importance of sleeping in the Post-Covid

ZzzQuil Natura continues to lead backed by successful marketing and new product development

PROSPECTS AND OPPORTUNITIES

Sleep aids expected to see a stabilisation of demand but high levels of stress and anxiety should help to sustain demand

Growing reliance of digital devices expected to impact sleep patterns

Sleep aids expected to benefit from further innovation as players look to capitalise on the strong demand

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