

Sleep Aids in South Africa

October 2023

Table of Contents

Sleep Aids in South Africa - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep aids medication faces competition from prescribed sleeping aids

Consumers seek out alternatives with herbal and natural ingredients

Inflation and the rising cost of living elevate consumer stress, anxiety and depression which drives demand for sleep aids

PROSPECTS AND OPPORTUNITIES

Consumers prioritise their mental wellbeing and rely less on sleep aids

The regulations around sleep aids dampen category growth

CBD products gain more shelf space over the forecast period as they throw off negative perceptions

CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2018-2023

Table 2 - Sales of Sleep Aids: % Value Growth 2018-2023

Table 3 - NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 4 - LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 5 - Forecast Sales of Sleep Aids: Value 2023-2028

Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

Consumer Health in South Africa - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023

Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 - Distribution of Consumer Health by Format: % Value 2018-2023

Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023

Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 16 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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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