

# Sleep Aids in Portugal

September 2023

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## Sleep Aids in Portugal - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Rising stress and anxiety levels having a positive impact on sales of sleep aids

Increasingly competitive market helping to increase product awareness

Gummies helping to expand the consumer base for sleep aids

#### PROSPECTS AND OPPORTUNITIES

Long lasting trends expected to benefit sales of sleep aids

Herbal/traditional sleep aids expected to remain dominant

Holistic approach to sleep could have negative impact on demand

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