

Sleep Aids in Belgium

September 2023

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Sleep Aids in Belgium - Category analysis

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2023 DEVELOPMENTS

Conditions remain favourable for sales of sleep aids despite the end of the pandemic

Competition intensifies as consumers go in search of the most effective products

More gummies and advertising support

PROSPECTS AND OPPORTUNITIES

Sleep aids likely to remain popular but could suffer from increasing maturity

Ingredients remain a key selling point for sleep aids but gummies could lose their way due to high prices

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