

# **Sleep Aids in the Netherlands**

September 2023

**Table of Contents** 

#### Sleep Aids in the Netherlands - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Positive value sales development despite sluggish volume growth Surging popularity of magnesium supplements challenges sleep aids PK Benelux's Lucovitaal gains traction with major retailers

#### PROSPECTS AND OPPORTUNITIES

Higher awareness of the importance of sleep to wellbeing to drive growth in sleep aids Sleep aids and the resurgence of travel Untapped potential for sleep aids, but the competition is set to intensify

#### CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2018-2023Table 2 - Sales of Sleep Aids: % Value Growth 2018-2023Table 3 - NBO Company Shares of Sleep Aids: % Value 2019-2023Table 4 - LBN Brand Shares of Sleep Aids: % Value 2020-2023Table 5 - Forecast Sales of Sleep Aids: Value 2023-2028Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

#### Consumer Health in the Netherlands - 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 2018-2023Table 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 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 15 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 17 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

## About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sleep-aids-in-the-netherlands/report.