

Sleep Aids in New Zealand

October 2023

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Sleep Aids in New Zealand - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

High levels of stress and anxiety lead to disruption of sleep patterns
Increased evening screen time usage fuels demand for sleep aids among teenagers
Sleep Drops leads the market for sleep aids

PROSPECTS AND OPPORTUNITIES

Further growth expected for sleep aids, as stress and anxiety levels show no signs of abating
Growing competition from substitute products which focus on improving sleep health
No major changes to competitive landscape, due to lack of new product development

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DISCLAIMER

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