

# Sleep Aids in the United Kingdom

September 2023

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# Sleep Aids in the United Kingdom - Category analysis

# **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Cost-of-living crisis helps sleep aids sustain growth in 2023 Sleep aids strongly driven by herbal/traditional offerings Weak penetration of sleep aids by private label due to strong brand loyalty

#### PROSPECTS AND OPPORTUNITIES

Slower growth set for sleep aids before regaining some momentum over forecast period Competition outside of consumer health likely to influence future category performance Demand for sleep aids to soften in the short term

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