

Sleep Aids in the United Arab Emirates

September 2023

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Sleep Aids in the United Arab Emirates - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Increasing awareness of sleep hygiene and health
Rising popularity of valerian- and melatonin-based sleep aids
Pharmacies remains the main distribution channel

PROSPECTS AND OPPORTUNITIES

High and rising fragmentation within and outside of sleep aids
Panadol Night set to maintain its lead due to its dual action formula
Technology could help drive the growth sleep aids

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DISCLAIMER

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