

Sleep Aids in Turkey

October 2023

Table of Contents

Sleep Aids in Turkey - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pressure on sleep patterns supports retail volume growth
Herbal options remain the most popular
Sandoz Ilac leads an otherwise highly fragmented competitive landscape

PROSPECTS AND OPPORTUNITIES

No switches are foreseen
Health and wellness alternatives
Pharmacies look to omnichannel approach

CATEGORY DATA

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

Consumer Health in Turkey - 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 2018-2023
Table 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 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 15 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 16 - 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

SOURCES

Summary 1 - Research Sources

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