

Sleep Aids in Norway

September 2023

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Sleep Aids in Norway - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Consistently positive sales growth as rising stress levels underpin rising demand The ageing of Norway's population favourable for sales of sleep aids Herbal/traditional sleep aids the only options available OTC

PROSPECTS AND OPPORTUNITIES

Moderate positive growth ahead for sleep aids amidst rising stress levels Rise of e-commerce unlikely to challenge dominance of pharmacies and direct selling Stigma surrounding anxiety and insomnia set to dissipate, benefiting sleep aids

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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