

# Sleep Aids in Israel

September 2023

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## Sleep Aids in Israel - Category analysis

#### **KEY DATA FINDINGS**

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Pandemic influence on sleep aids was strong

Security concerns in Israel drive demand for OTC sleep aids

Melatonin is purchased online from international websites

## PROSPECTS AND OPPORTUNITIES

Sleep aids benefit from wider acceptance and usage

Natural alternatives such as melatonin could slow category growth as e-commerce is dominant channel

Neopharm will remain leader in sleep aids

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## **DEFINITIONS**

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