

Sleep Aids in Switzerland

November 2023

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising stress levels drive sales of sleep aids
Natural alternatives to support sleep on the increase
Sidroga AG maintains lead in sleep aids

PROSPECTS AND OPPORTUNITIES

Growth to slow with anxiety and stress causing sleep disturbances
Sustained focus on natural products and more segmentation expected
No change in distribution channels expected in the short-term, but longer-term prospects may change sales landscape

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