

Sleep Aids in Argentina

September 2023

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2023 DEVELOPMENTS

Sales of sleep aids supported by increased stress as result of economic instability

Elisium SA continues to lead sales

Local player Natufarma gains ground, amid trend towards natural remedies

PROSPECTS AND OPPORTUNITIES

Sleep aids set to grow further, as consumers become increasingly anxious about the domestic economy and global issues

Herbal/traditional sleep aids will lead growth

E-commerce will increase its penetration in key urban cities

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DISCLAIMER

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