Sleep Aids in France - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS
Demand for sleep aids remains high, driven by rising stress levels during cost-of-living crisis
Format becomes key factor in the success of sleep aids
Natural products becoming increasingly popular among local consumers

PROSPECTS AND OPPORTUNITIES
Sustained growth for sleep aids amid economic uncertainty
OTC players to experience greater competition from herbal/traditional options, including CBD products
Growth of dietary supplements could potentially disrupt standard sleep aids

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 France - 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 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - 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
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