



Euromonitor
International

Sleep Aids in Greece

October 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids post strong double-digit growth in 2025, driven by anxiety and melatonin-based innovations
Procter & Gamble Hellas SA strengthens its leadership in sleep aids, while new entrants add to fragmentation
Pharmacies retain the lead in sleep aids distribution, while retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Sales of sleep aids are forecast to grow, though momentum is expected to slow
The digital shift supports growth, but pharmacies remain crucial for sleep aids
Health and wellness trend are expected to drive diversification in sleep solutions

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