

Sleep Aids in the Philippines

October 2023

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Sleep Aids in the Philippines - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Melatonin-based Vicks ZzzQuil Natura Sleep is launched in the Philippines ahead of global rollout

The increasingly stressful lifestyles of local consumers support demand for sleep aids

Consumers become more interested in melatonin during the post-pandemic era

PROSPECTS AND OPPORTUNITIES

Further growth ahead for sleep aids, an underdeveloped OTC category

New product development set to focus on innovative delivery formats

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