

Sleep Aids in South Korea

October 2023

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Sleep Aids in South Korea - Category analysis

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2023 DEVELOPMENTS

Brand marketing focuses on impact of stress and noise on consumers' sleep quality
Local population's lack of sleep drives up interest in holistic approach
Herbal/traditional sleep aids dominate

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Strong performance for sleep aids over forecast period but further price rises likely
Sleep aids set to see further development of formats
Paediatric space offers development potential

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DISCLAIMER

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