

# **Sleep Aids in Peru**

October 2023

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#### Sleep Aids in Peru - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Sleep aids boosted by growing consumer awareness as insomnia remains an issue for many More+ Sleep gummies maintains top popularity Informal products remain the largest percentage of brands, although they could pose a health risk to consumers

#### PROSPECTS AND OPPORTUNITIES

Educating about the need for restful sleep will further boost the growth of the category Brands have great potential to expand into modern retail channels Players offering herbal remedies see opportunities ahead

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## DEFINITIONS

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