

# Sleep Aids in Vietnam

September 2023

**Table of Contents** 

## Sleep Aids in Vietnam - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Further demand for sleep aids drive by elevated levels of stress and faster-paced lifestyles in 2023

Many Vietnamese consumers prefer herbal/traditional sleep aids due to perceptions of safety and fewer side effects

Limited product innovation from category players

## PROSPECTS AND OPPORTUNITIES

Sleep aids expected to record stable performance over the forecast period Greater incidence of sleep disorders will support future demand for sleep aids Sleep aids likely to face challenges from alternative solutions

#### **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 Vietnam - 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 Distribution of Consumer Health by Format: % Value 2018-2023
- Table 14 Distribution of Consumer Health by Format and Category: % Value 2023
- Table 15 Forecast Sales of Consumer Health by Category: Value 2023-2028
- Table 16 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**

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sleep-aids-in-vietnam/report.