

# Sleep Aids in South Africa

October 2023

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## Sleep Aids in South Africa - Category analysis

### KEY DATA FINDINGS

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Sleep aids medication faces competition from prescribed sleeping aids

Consumers seek out alternatives with herbal and natural ingredients

Inflation and the rising cost of living elevate consumer stress, anxiety and depression which drives demand for sleep aids

#### PROSPECTS AND OPPORTUNITIES

Consumers prioritise their mental wellbeing and rely less on sleep aids

The regulations around sleep aids dampen category growth

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