

# Sleep Aids in Japan

October 2023

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### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Obstacles and opportunities remain for sleep aids as sleep disorders in Japan continue to rise

Sleep aids faces competition from all angles as consumers become more literate about what ingredients can improve sleep quality

Alternatives to sleep aids growing in number

#### PROSPECTS AND OPPORTUNITIES

Players could look to expand their reach to a wider audience through product expansions and complementary products and services

Sleep supplements could cannibalise some sales of sleep aids

Intestines could hold the key to new innovations in the area of sleep aids

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