

Sleep Aids in Canada

September 2022

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Sleep Aids in Canada - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Interest in sleep aids fuelled by the rising incidence of anxiety and sleep deprivation
Innovation and investment remain key factors for success in a highly competitive category
WN Pharmaceuticals maintains the lead in a highly concentrated category

PROSPECTS AND OPPORTUNITIES

Increasingly hectic lifestyles and an ageing demographic will boost sales of sleep aids in the coming years
Demand will be limited by growing competition from alternative products and services
Rising consumer health awareness will fuel demand for natural and herbal sleep aids

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