

# Sleep Aids in Chile

September 2022

Table of Contents

## Sleep Aids in Chile - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Despite volume drop in 2022, demand for sleep aids remains above pre-pandemic levels due to lingering stress and anxiety

Increasing awareness of methods to improve sleep habits

Laboratorio Esp Med Knop Ltda retains dominance of sleep aids

#### PROSPECTS AND OPPORTUNITIES

Natural ingredients boost alternative options

Product portfolio expansion to alternatives to build customer loyalty

Innovation and pricing strategies will be key over forecast period

#### CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2017-2022

Table 2 - Sales of Sleep Aids: % Value Growth 2017-2022

Table 3 - NBO Company Shares of Sleep Aids: % Value 2018-2022

Table 4 - LBN Brand Shares of Sleep Aids: % Value 2019-2022

Table 5 - Forecast Sales of Sleep Aids: Value 2022-2027

Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2022-2027

## Consumer Health in Chile - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2017-2022

Table 8 - Life Expectancy at Birth 2017-2022

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2017-2022

Table 10 - Sales of Consumer Health by Category: % Value Growth 2017-2022

Table 11 - NBO Company Shares of Consumer Health: % Value 2018-2022

Table 12 - LBN Brand Shares of Consumer Health: % Value 2019-2022

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2017-2022

Table 14 - Distribution of Consumer Health by Format: % Value 2017-2022

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2022

Table 16 - Forecast Sales of Consumer Health by Category: Value 2022-2027

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2022-2027

### APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

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### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

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