

Sleep Aids in Indonesia

September 2022

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Sleep Aids in Indonesia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Boost to demand provided by COVID-19 continues to weaken

With competition limited by tight regulation, Soho Industri Pharmasi's Lelap remains dominant

Regulation limits innovation

PROSPECTS AND OPPORTUNITIES

Demand will continue to shift towards herbal offerings

E-commerce will continue to expand, but store-based retail will remain dominant

Melatonin supplements will grow in popularity as an alternative to sleep aids

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DISCLAIMER

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