

# Sleep Aids in Japan

October 2022

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## Sleep Aids in Japan - Category analysis

### KEY DATA FINDINGS

#### 2022 DEVELOPMENTS

Lifestyle changes caused by COVID-19 support demand for sleep aids  
Increasing number of non-OTC products with sleep claims a headwind to growth  
Increasing awareness of self-care has maintained sales of sleep aids

#### PROSPECTS AND OPPORTUNITIES

Declines expected in the forecast years, as the competition with non-OTC products remains a threat  
Increasing sleep-related technologies and products will boost consumers' interest in improved sleep quality  
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### DISCLAIMER

## DEFINITIONS

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