

Sleep Aids in South Africa

December 2022

Table of Contents

Sleep Aids in South Africa - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS

Sleep aids containing CBD gaining shelf space
Regulation limits growth of standard sleep aids
Improving awareness regarding the importance of sleep on mental wellbeing

PROSPECTS AND OPPORTUNITIES

Herbal/traditional sleep aids dominate shelf space and benefit from better brand awareness due to greater visibility
Challenging economic environment will support growth of sleep aids as consumers seek ways to battle anxiety and depression
The rise of e-commerce will continue to improve brand awareness and visibility

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 South Africa - 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

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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