

# Calming and Sleeping in Iran

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## Abstracts

Calming and sleeping is a relatively new OTC category in Iran. There is wide range of domestic and imported brands in the category, all of which are herbal/traditional in origin. The increasingly hectic lifestyles being led by many Iranian people in recent years, especially those living in Tehran and the country's other major urban areas, have resulted in rising demand for sleeping aids. While OTC sales of synthetic calming and sleeping products are not permitted under the regulations of the...

Euromonitor International's Calming and Sleeping in Iran report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2008-2012, allowing you to identify the sectors driving growth. Forecasts to 2017 illustrate how the market is set to change.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Calming and Sleeping market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research

reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts Globalwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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