

# Calming and Sleeping in Croatia

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## Abstracts

Calming and sleeping is still one of the smallest categories in OTC products, with only a 2% share of value sales in 2012. It seems that when it comes to sleeping disorders, Croatians tend to look for stronger medication, for instance Rx products.

Euromonitor International's Calming and Sleeping in Croatia 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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