

Calming and Sleeping in the US

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Abstracts

According to the CDC, insufficient sleep is a public health epidemic. According to The Institute of Medicine in Washington DC, an estimated 50-70 million US adults suffer from sleep or wakefulness disorder. Furthermore, the number of people experiencing insufficient sleep continues to grow as a result of modern lifestyles. Greater demand from work, home and social responsibilities along with addictive digital communication and games are contributing to fewer hours of sleep. Exacerbating the...

Euromonitor International's Calming and Sleeping in USA report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2010-2014, allowing you to identify the sectors driving growth. Forecasts to 2019 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 worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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