

# Sleep Aids in Greece

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## Abstracts

The key growth driver in sleep aids in terms of ingredients is melatonin. The variety and availability of products based on melatonin increased dramatically at the end of the review period. The launch of Procter & Gamble's ZzzQuil Nature made a significant contribution to the consumer base of melatonin-based products, as well as to attracting new consumers to sleep aids, generally. The brand's launch has been heavily supported by marketing activities in-store and in the media and this has also c...

Euromonitor International's Sleep Aids in Greece report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 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 Sleep Aids 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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