

# Sleep Aids in Italy

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## Abstracts

Sales of sleep aids continue to decline in 2023 in current value and retail volume terms, following the trend observed in the previous year. Sales of sleep aids soared in 2020 and 2021 following the outbreak of COVID-19 with the pandemic resulting in drastic changes to consumer lifestyles, including the absence of a social life, restrictions on movement and fewer physical activities. According to the Italian Association for Sleep Medicine in Italy, insomnia ranked second only to anxiety disorder...

Euromonitor International's Sleep Aids in Italy 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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ZzzQuil Natura continues to lead backed by successful marketing and new product development

#### PROSPECTS AND OPPORTUNITIES

Sleep aids expected to see a stabilisation of demand but high levels of stress and anxiety should help to sustain demand

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