

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.

Contents

SLEEP AIDS IN ITALY

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep aids sees slower growth as the pandemic comes to an end

Italians' higher awareness of the importance of sleeping in the Post-Covid

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

Growing reliance of digital devices expected to impact sleep patterns

Sleep aids expected to benefit from further innovation as players look to capitalise on the strong demand

CATEGORY DATA

Table 1 Sales of Sleep Aids: Value 2018-2023

Table 2 Sales of Sleep Aids: % Value Growth 2018-2023

Table 3 NBO Company Shares of Sleep Aids: % Value 2019-2023

Table 4 LBN Brand Shares of Sleep Aids: % Value 2020-2023

Table 5 Forecast Sales of Sleep Aids: Value 2023-2028

Table 6 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

CONSUMER HEALTH IN ITALY

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for consumer health?

MARKET INDICATORS

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

Table 8 Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 Sales of Consumer Health by Category: Value 2018-2023

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Table 13 Penetration of Private Label in Consumer Health by Category: % Value

2018-2023

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 Research Sources

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