

Sleep Aids in Japan

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Abstracts

The potential market for sleep aids is expanding in Japan off the back of an increasing number of consumers facing poor sleep quality and fewer hours of sleep. This drop in quality sleep is due in part to a rise in telecommuting and prolonged use of digital devices, while consumers are also seeking products that can help relieve stress and anxiety. The expansion of the potential consumer base for sleep aids has led to products being selected based on a variety of factors, such as how quickly the...

Euromonitor International's Sleep Aids in Japan 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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