

# Sleep Aids in South Korea

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## Abstracts

The lingering impact of the pandemic, greater exposure to digital screens, and generally fast-paced lifestyles are continuing to affect the local population's ability to relax and sleep, with heightened stress known to be a major factor impacting sleep quality. Therefore, sleep aid brands are increasingly emphasising their various properties in their marketing; in addition to their sleep-inducing effects, they claim to relieve anxiety in many situations that can be encountered in everyday life.

Euromonitor International's Sleep Aids in South Korea 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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