

Sleep Aids in Venezuela

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Abstracts

Sleep aids are negatively affected by the streamlining of multinational players. The supply of brands shrinks as companies focus on their best-selling products. Venezuelans are seeking sleep aid products as substitutes for increasingly scarce prescription drugs, such as anxiolytics. According to trade press, anxiety about the future, worries and concerns about shortages, personal security and even hunger are causing insomnia in approximately 15% of the adult population.

Euromonitor International's Sleep Aids in Venezuela report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2012-2016, allowing you to identify the sectors driving growth. Forecasts to 2021 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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