



# Sleep Aids in Austria

October 2023

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## Sleep Aids in Austria - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Demand for sleep aids dips but remains above pre-pandemic levels

Sleep aids faces competition from holistic health practices

Herbal/traditional sleep aids continue to dominate the competitive landscape due to safer image

#### PROSPECTS AND OPPORTUNITIES

Sleep aids likely to benefit from being a convenient solution for busy consumers

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