



Sleep Aids in Hungary

October 2023

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Sleep Aids in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes and increased budget-consciousness subdue demand
Herbal/traditional products face growing threat from dietary supplements
Teva Gyógyszergyár's Teva Valeriana remains the leading brand by a wide margin

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Rising incidence of sleep disorders should support steady growth in volume sales
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