



Euromonitor
International

Sleep Aids in Denmark

September 2023

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Sleep Aids in Denmark - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Current value growth reflects inflationary pressures in 2023
Orkla Care continues to lead sleep aids in 2023, ahead of Natupharma
Quality sleep is seen as an essential part of health and wellness

PROSPECTS AND OPPORTUNITIES

Moderate current value growth is expected over the forecast period
Players will continue to innovate in order to stand out from the crowd
Other relaxation methods could dampen demand for sleep aids in the years ahead

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