



# Sleep Aids in Italy

September 2024

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## Sleep Aids in Italy - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Sleep aids category stabilises as post-pandemic calmness lowers demand and economic factors drive growth of reimbursed options

Market consolidation sees small players exiting and major brands investing in R&D and more appealing formats

Melatonin mainstay faces challenge from rise of traditional and natural ingredients like chamomile and valerian

#### PROSPECTS AND OPPORTUNITIES

Growing elderly population will drive demand for sleep disorder solutions

Post-pandemic wellness trend threatens traditional sleep aids as consumers embrace preventive measures for better sleep

Natural ingredients and niche products offer potential to expand the market beyond traditional users, targeting gamers, women's specific needs and remote workers

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