



# Sleep Aids in Turkey

October 2023

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## Sleep Aids in Turkey - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Pressure on sleep patterns supports retail volume growth  
Herbal options remain the most popular  
Sandoz Ilac leads an otherwise highly fragmented competitive landscape

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No switches are foreseen  
Health and wellness alternatives  
Pharmacies look to omnichannel approach

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### DISCLAIMER

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