



Sleep Aids in Peru

October 2023

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Sleep Aids in Peru - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep aids boosted by growing consumer awareness as insomnia remains an issue for many

More+ Sleep gummies maintains top popularity

Informal products remain the largest percentage of brands, although they could pose a health risk to consumers

PROSPECTS AND OPPORTUNITIES

Educating about the need for restful sleep will further boost the growth of the category

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