



Sleep Aids in the Czech Republic

September 2023

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Sleep Aids in the Czech Republic - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Herbal/traditional dominates sleep aids but standard gains some ground

Alternative products continue to challenge the growth of sleep aids

Stada Pharma offers a strong natural portfolio in sleep aids

PROSPECTS AND OPPORTUNITIES

Consumers are likely to continue to take sleep aids to improve their general health

Gummies could emerge to add novelty and boost category growth

Physical pharmacies set to continue to dominate the distribution of sleep aids

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