



Sleep Aids in Israel

September 2023

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Sleep Aids in Israel - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Pandemic influence on sleep aids was strong
Security concerns in Israel drive demand for OTC sleep aids
Melatonin is purchased online from international websites

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Sleep aids benefit from wider acceptance and usage
Natural alternatives such as melatonin could slow category growth as e-commerce is dominant channel
Neopharm will remain leader in sleep aids

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DISCLAIMER

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