

Sleep Aids in Japan

September 2024

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Sleep Aids in Japan - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Many sleep-deprived consumers in Japan are not turning to sleep aids The potential for enlightenment about the importance of sleep Safety over efficacy can help reassure consumers

PROSPECTS AND OPPORTUNITIES

Value stagnation expected in the forecast period Promoting sleep as a positive lifestyle change in brand campaigns From competitors to collaborators

CATEGORY DATA

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DISCLAIMER

DEFINITIONS

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