

Sleep Aids in Hungary

October 2023

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Sleep Aids in Hungary - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Price hikes and increased budget-consciousness subdue demand
Herbal/traditional products face growing threat from dietary supplements
Teva Gyógyszergyár's Teva Valeriana remains the leading brand by a wide margin

PROSPECTS AND OPPORTUNITIES

Rising incidence of sleep disorders should support steady growth in volume sales
Natural ingredients and novel formats likely to be focal points for innovation
Competition from Rx drugs and alternative remedies will limit growth potential

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