

# Sleep Aids in Indonesia

September 2023

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## Sleep Aids in Indonesia - Category analysis

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#### 2023 DEVELOPMENTS

Adults turn to sleep aids to ensure sufficient, high quality sleep

Regular use of sleep aids not recommended

Local brands dominate thanks to a reputation for efficacy

#### PROSPECTS AND OPPORTUNITIES

Continued growth expected as modern lives hamper hours of sleep and sleep quality

Competition for sleep aids from both stronger and milder products

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