

# Sleep Aids in Brazil

March 2024

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## Sleep Aids in Brazil - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Double-digit growth supported by the pursuit of quality sleep and the authorisation to sell melatonin without a prescription

Blurring wellness space: Sleep aids compete with several other categories aimed at improving sleep quality

Increasing integration between pharmacies and digital channels for the democratisation of sleep improvement

#### PROSPECTS AND OPPORTUNITIES

Innovation and technology will continue to push the boundaries of growth

Credibility and a more natural appeal could dictate the category's next steps

The quest to treat the cause rather than the symptom could limit demand in the long term

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### DISCLAIMER

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