

# Sleep Aids in Peru

October 2023

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## Sleep Aids in Peru - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sleep aids boosted by growing consumer awareness as insomnia remains an issue for many

More+ Sleep gummies maintains top popularity

Informal products remain the largest percentage of brands, although they could pose a health risk to consumers

#### PROSPECTS AND OPPORTUNITIES

Educating about the need for restful sleep will further boost the growth of the category

Brands have great potential to expand into modern retail channels

Players offering herbal remedies see opportunities ahead

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