

# Sleep Aids in Vietnam

September 2023

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## Sleep Aids in Vietnam - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Further demand for sleep aids drive by elevated levels of stress and faster-paced lifestyles in 2023

Many Vietnamese consumers prefer herbal/traditional sleep aids due to perceptions of safety and fewer side effects

Limited product innovation from category players

#### PROSPECTS AND OPPORTUNITIES

Sleep aids expected to record stable performance over the forecast period

Greater incidence of sleep disorders will support future demand for sleep aids

Sleep aids likely to face challenges from alternative solutions

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