

# Sleep Aids in Taiwan

October 2023

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## Sleep Aids in Taiwan - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Busier lifestyles and economic concerns help to boost consumption of sleep aids

Herbal/traditional products continue to dominate the category

Sentosa's Sleeping Beauty Plus remains the top brand as competition intensifies

#### PROSPECTS AND OPPORTUNITIES

Widespread use of Rx drugs and alternative remedies will continue to inhibit demand

Sleep aids well placed to benefit from population ageing

More manufacturers expected to develop partnerships with tech firms

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