



# Sleep Aids in Egypt

September 2023

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## Sleep Aids in Egypt - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Sleep disorders, high stress levels and anxiety lead to growth  
Product choice remains limited in sleep aids as Medizen retains its lead  
Some consumers prefer natural remedies to avoid harsh ingredients

#### PROSPECTS AND OPPORTUNITIES

Natural remedies are taking the lead across the forecast period  
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An increasing preference for natural remedies due to lack of side effects

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### DISCLAIMER

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