

OTC Sleep Aids - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness."

- Marissa Gilbert, Senior Health & Wellness Analyst

This report looks at the following areas:

- Sleep issues are prevalent, particularly among young adults
- OTC sleep aids, PM analgesics, and cold/allergy remedies viewed similarly
- Some regular sleep aid users are unsatisfied
- Dependency and drowsiness concerns stand in the way of use
- If there's no sleep issues, there's no need for a sleep aid

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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