



Euromonitor
International

Sleep Aids in Argentina

September 2025

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Sleep Aids in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids registers strong current value growth in 2025, albeit less than seen previously
Laboratorios Gramon Millet SA leads thanks to strong performance of Melatol portfolio, while Natufarma re-launches Serenil
Pharmacies leads distribution, though health and personal care stores gains ground

PROSPECTS AND OPPORTUNITIES

Sleep aids expected to see growth, fueled by higher levels of anxiety
Herbal/traditional sleep aids with a natural profile set to gain popularity in the coming years
Online sales will continue gaining ground, especially in key urban cities

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