



Euromonitor
International

Sleep Aids in Belgium

September 2025

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Sleep Aids in Belgium - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising stress and health awareness drive growth in sleep aids in Belgium

Melisana SA leads the diverse and competitive sleep aids market

Pharmacies continue to lead while alternative retail channels gain ground

PROSPECTS AND OPPORTUNITIES

Continued growth for sleep aids is expected amid persistent stress and anxiety

Innovation is set to focus on stonger and more effective natural formuals

Non-pharma channels are expected to expand their distribution across the forecast period

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