



**Euromonitor  
International**

# Sleep Aids in Greece

October 2025

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### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Sleep aids post strong double-digit growth in 2025, driven by anxiety and melatonin-based innovations  
Procter & Gamble Hellas SA strengthens its leadership in sleep aids, while new entrants add to fragmentation  
Pharmacies retain the lead in sleep aids distribution, while retail e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

Sales of sleep aids are forecast to grow, though momentum is expected to slow  
The digital shift supports growth, but pharmacies remain crucial for sleep aids  
Health and wellness trend are expected to drive diversification in sleep solutions

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### DISCLAIMER

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