



**Euromonitor
International**

Sleep Aids in the Netherlands

October 2025

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Sleep Aids in the Netherlands - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleeping aids attract consumers with premium variants
Concentrated landscape led by Cooper Consumer Health BV
Notable shift towards retail e-commerce distribution

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Strong commitment to product development and innovation will entice consumers looking to resolve sleep issues
Social pressures and fast lifestyles will drive sales of sleep aids
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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sleep-aids-in-the-netherlands/report.