



**Euromonitor
International**

Sleep Aids in Finland

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Rising sleep issues and premium innovation drive growth in sleep aids during 2025

Orion Oyj maintains its lead in sleep aids, but multi-channel players like Via Naturale gain ground

Pharmacies lead distribution, although share is lost to hypermarkets and retail e-commerce

PROSPECTS AND OPPORTUNITIES

Sleep aid sales are set to rise, with growing demand for natural and combination products

Demand for fast-acting, multi-ingredient sleep aids will shape future product development

Intense competition is expected to challenge new entrants, despite strong demand

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