



Euromonitor
International

Sleep Aids in Saudi Arabia

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Sleep Aids in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Stress and lifestyle pressures drive rapid growth in sleep aids in 2025
Jamjoom Pharma continues to lead overall sleep aids in Saudi Arabia
Pharmacies remains dominant distribution channel while e-commerce races on

PROSPECTS AND OPPORTUNITIES

Sleep aids faces further strong growth for forecast period
Digital innovation and sleep technology expand product and distribution opportunities while sleep disorder clinics rise
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