



Euromonitor
International

Sleep Aids in Turkey

October 2025

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Sleep Aids in Turkey - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sleep aids benefits from ongoing socio-economic pressures in 2025

Sandoz Ilac ve Tic AS retains its lead thanks to consumer loyalty and widespread distribution

Pharmacies remains the dominant channel, but direct selling enjoys dynamic growth

PROSPECTS AND OPPORTUNITIES

Sleep aids set to benefit from increased levels of insomnia amongst the local population

Natural and herbal OTC sleep aids will continue to perform well in the years ahead

Prescription only regulations will limit growth of sleep aids over the forecast period

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