



# Sleep Aids in Hungary

October 2025

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## Sleep Aids in Hungary - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Natural sleep aids gain popularity as lifestyles in Hungary fuel demand

Teva Gyógyszergyár Zrt strengthens its lead in sleep aids with trusted herbal positioning

Pharmacies remain dominant in sleep aids while retail e-commerce gains ground

#### PROSPECTS AND OPPORTUNITIES

Natural formulations are expected to drive modest growth in sleep aids

AI integration and smart products is set to shape the future of sleep aids

Targeted innovation is expected to define the next generation of sleep aids

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