



Euromonitor
International

Sleep Aids in Norway

September 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

Melatonin normalisation sustains sleep aid sales in Norway

Sana Pharma Medical AS retains its lead while private label players expand

Pharmacies retains its dominance in sleep aids, but retail e-commerce gains ground

PROSPECTS AND OPPORTUNITIES

Sleep aids is set for steady growth, however, non-product solutions will remain a challenge

Digital tools are set to influence sleep aid usage, while product innovation remains minimal

Preventive wellness is expected to support the use of sleep aids across the forecast period

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