

# **Sleep Aids in Brazil**

Euromonitor International March 2024

This sample report is for illustration purposes only.

Some content and data have been changed.

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# SLEEP AIDS IN BRAZIL - CATEGORY ANALYSIS

# **KEY DATA FINDINGS**

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# **2023 DEVELOPMENTS**

Double-digit growth supported by the pursuit of quality sleep and the authorisation to sell melatonin without a prescription

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Blurring wellness space: Sleep aids compete with several other categories aimed at improving sleep quality

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Increasing integration between pharmacies and digital channels for the democratisation of sleep improvement
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PROSPECTS AND OPPORTUNITIES
Innovation and technology will continue to push the boundaries of

growth

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Credibility and a more natural appeal could dictate the category's next steps
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The quest to treat the cause rather than the symptom could limit demand in the long term
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# **CATEGORY DATA**

Table 1 Sales of Sleep Aids: Value 2018-2023

**BRL** million

2018 2019 2020 2021 2022 2023

Data removed from sample Sleep Aids

Euromonitor International from official statistics, trade associations, trade press, company research, Source:

store checks, trade interviews, trade sources 2023 data is provisional and based on part-year estimates Note:

Table 2 Sales of Sleep Aids: % Value Growth 2018-2023

% current value growth

2018-23 CAGR 2018/23 Total 2022/23

Data removed from sample Sleep Aids

Euromonitor International from official statistics, trade associations, trade press, company research, Source:

store checks, trade interviews, trade sources 2023 data is provisional and based on part-year estimates Note:

Table 3 NBO Company Shares of Sleep Aids: % Value 2019-2023

% retail value rsp

Company 2019 2020 2021 2022 2023

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# Data removed from sample

Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 4 LBN Brand Shares of Sleep Aids: % Value 2020-2023

% retail value rsp

Brand (GBO) Company (NBO) 2020 2021 2022 2023

Data removed from sample

Euromonitor International from official statistics, trade associations, trade press, company research, Source:

store checks, trade interviews, trade sources

Table 5 Forecast Sales of Sleep Aids: Value 2023-2028

**BRL** million

2023 2024 2025 2026 2027 2028

Sleep Aids Data removed from sample

Euromonitor International from trade associations, trade press, company research, trade interviews, Source:

trade sources

2023 data is provisional and based on part-year estimates Note:

Table 6 Forecast Sales of Sleep Aids: % Value Growth 2023-2028

% constant value growth

2023-28 CAGR 2023/2024 2023/28 Total

Sleep Aids Data removed from sample

Passport 6 SLEEP AIDS IN BRAZIL

Source: Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources

Note: 2023 data is provisional and based on part-year estimates

# CONSUMER HEALTH IN BRAZIL - INDUSTRY OVERVIEW

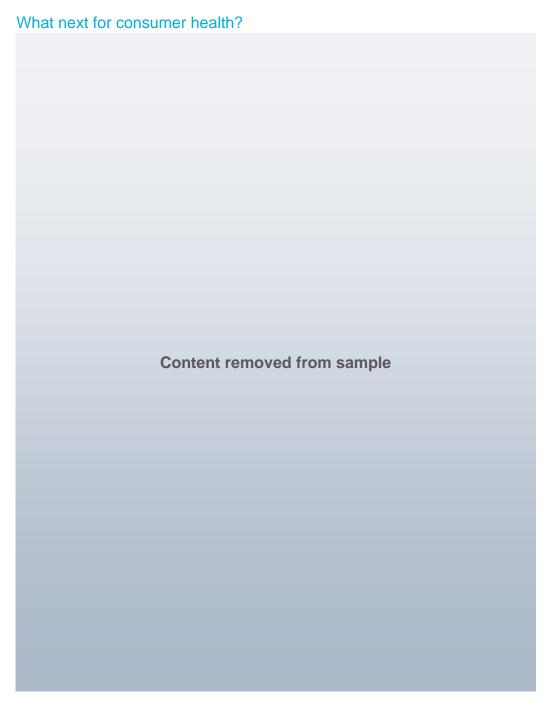
# **EXECUTIVE SUMMARY**

Consumer health in 2023: The big picture			
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2023 key trends	
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Competitive landscape	
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Retailing developme	ents	
	Content removed from samp	ole

Content removed from sample	



# **MARKET INDICATORS**

Table 7 Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023

BRL million 2018 2019 2020 2021 2022 2023

Pharmaceuticals, Data removed from sample

medical appliances/ equipment Outpatient services Hospital services Total

# Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade interviews

Table 8 Life Expectancy at Birth 2018-2023

years

2018 2019 2020 2021 2022 2023

Males

Females

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Source: Euromonitor International from official statistics

## **MARKET DATA**

Table 9 Sales of Consumer Health by Category: Value 2018-2023

**BRL** million

2018 2019 2020 2021 2022 2023

Data removed from sample

Consumer Health

OTC

Sports Nutrition Vitamins and Dietary Supplements

Weight Management and

Wellbeing
Herbal/Traditional
Products

Allergy Care

Paediatric Consumer

Health

Source: Euromonitor International from official statistics, trade associations, trade press, company research,

store checks, trade interviews, trade sources

Note 1: Consumer health total is the sum of OTC, sports nutrition, vitamins and dietary supplements and weight

management and wellbeing

Note 2: Sum of categories is greater than the market size because allergy care is a duplicate of categories found

in cough, cold and allergy remedies, dermatologicals and eye care; paediatric consumer health is an aggregate of paediatric categories in OTC and vitamins and dietary supplements; and herbal/traditional

products is an aggregate of herbal/traditional categories in OTC and vitamins and dietary supplements

Note 3: 2023 data is provisional and based on part-year estimates

Table 10 Sales of Consumer Health by Category: % Value Growth 2018-2023

% current value growth

2022/23 2018-23 CAGR 2018/23 Total

Consumer Health OTC

Sports Nutrition

Vitamins and Dietary Supplements

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Weight Management and Wellbeing Herbal/Traditional Products Allergy Care Paediatric Consumer Health

# Data removed from sample

Euromonitor International from official statistics, trade associations, trade press, company research,

store checks, trade interviews, trade sources
Consumer health total is the sum of OTC, sports nutrition, vitamins and dietary supplements and weight Note 1: management and wellbeing

Sum of categories is greater than the market size because allergy care is a duplicate of categories found Note 2: in cough, cold and allergy remedies, dermatologicals and eye care; paediatric consumer health is an aggregate of paediatric categories in OTC and vitamins and dietary supplements; and herbal/traditional products is an aggregate of herbal/traditional categories in OTC and vitamins and dietary supplements

Note 3: 2023 data is provisional and based on part-year estimates

#### Table 11 NBO Company Shares of Consumer Health: % Value 2019-2023

% retail value rsp Company 2019 2020 2021 2022 2023 Data removed from sample



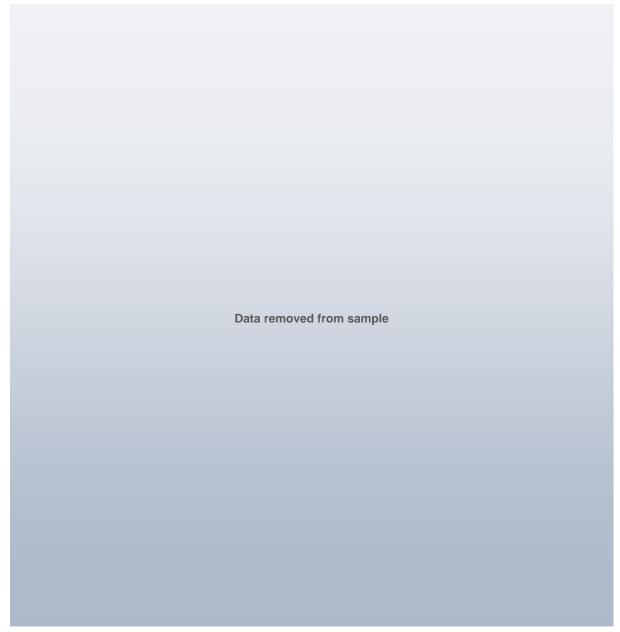
Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 12 LBN Brand Shares of Consumer Health: % Value 2020-2023

Brand (GBO) Company (NBO) 2020 2021 2022 2023

Data removed from sample

% retail value rsp



Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 13 Penetration of Private Label in Consumer Health by Category: % Value 2018-2023

% retail value rsp

2018 2019 2020 2021 2022 2023

Consumer Health Vitamins and Dietary Supplements

Data removed from sample

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

Table 14 Distribution of Consumer Health by Format: % Value 2018-2023

% retail value rsp 2018 2019 2020 2021 2022 2023 Retail Channels - Retail Offline -- Grocery Retailers --- Convenience Retail ---- Convenience Stores ---- Forecourt Retailers --- Supermarkets --- Hypermarkets --- Discounters --- Warehouse Clubs --- Food/drink/tobacco specialists --- Small Local Grocers -- Non-Grocery Retailers --- General Merchandise Stores ---- Department Stores ---- Variety Stores --- Apparel and Footwear Specialists Data removed from sample --- Appliances and **Electronics Specialists** --- Home Products **Specialists** --- Health and Beauty **Specialists** ---- Beauty Specialists ---- Pharmacies ---- Optical Goods Stores ---- Health and Personal Care Stores --- Leisure and Personal Goods Specialists --- Other Non-Grocery Retailers -- Vending -- Direct Selling

Source: Euromonitor International from official statistics, trade associations, trade press, company research, store checks, trade interviews, trade sources

# Table 15 Distribution of Consumer Health by Format and Category: % Value 2023

% retail value rsp OTC Sports Vitamins Weight Herbal/ Allergy Nutrition and Management Traditiona Care Dietary and I Products Supplements Wellbeing

- Retail E-Commerce

Total

## Retail Channels

- Retail Offline
- -- Grocery Retailers
- --- Convenience Retail
- ---- Convenience Stores
- ---- Forecourt Retailers
- --- Supermarkets
- --- Hypermarkets
- --- Discounters
- --- Warehouse Clubs
- --- Food/drink/tobacco specialists
- --- Small Local Grocers
- -- Non-Grocery Retailers
- --- General Merchandise Stores
- ---- Department Stores
- ---- Variety Stores
- --- Apparel and Footwear Specialists
- --- Appliances and Electronics Specialists
- --- Home Products
  Specialists
- --- Health and Beauty Specialists
- ---- Beauty Specialists
- ---- Pharmacies
- ---- Optical Goods Stores
- ---- Health and
  Personal Care Stores
  --- Leisure and
- --- Leisure and Personal Goods Specialists
- --- Other Non-Grocery Retailers
- -- Vending
- -- Direct Selling
- Retail E-Commerce Total

Data removed from sample

Paediatric Consumer Health

# Retail Channels

- Retail Offline
- -- Grocery Retailers
- --- Convenience Retail
- ---- Convenience Stores
- ---- Forecourt Retailers
- --- Supermarkets
- --- Hypermarkets
- --- Discounters
- --- Warehouse Clubs
- --- Food/drink/tobacco specialists
- --- Small Local Grocers
- -- Non-Grocery Retailers
- --- General Merchandise Stores

Data removed from sample

---- Department Stores

---- Variety Stores

--- Apparel and

Footwear Specialists

--- Appliances and

Electronics Specialists

--- Home Products
Specialists

--- Health and Beauty Specialists

---- Beauty Specialists

---- Pharmacies

---- Optical Goods Stores

---- Health and

Personal Care Stores

--- Leisure and Personal Goods Specialists

--- Other Non-Grocery

Retailers

-- Vending

-- Direct Selling

- Retail E-Commerce

Total

Source: Euromonitor International from official statistics, trade associations, trade press, company research,

store checks, trade interviews, trade sources

Key: OTC = over the counter; SN = sports nutrition; VDS = vitamins and dietary supplements; WMW = weight

management and wellbeing; HTP = herbal/traditional products; AC = Allergy Care; PCH = paediatric

consumer health

## Table 16 Forecast Sales of Consumer Health by Category: Value 2023-2028

BRL million 2023 2024 2025 2026 2027 2028

Data removed from sample

Data removed from sample

Consumer Health OTC

Sports Nutrition Vitamins and Dietary

Supplements

Weight Management and

Wellbeing

Herbal/Traditional

Products

Allergy Care

Paediatric Consumer

Health

Source: Euromonitor International from trade associations, trade press, company research, trade interviews,

trade sources

Note 1: Consumer health total is the sum of OTC, sports nutrition, vitamins and dietary supplements and weight

management and wellbeing

Note 2: Sum of categories is greater than the market size because allergy care is a duplicate of categories found in cough, cold and allergy remedies, dermatologicals and eye care; paediatric consumer health is an aggregate of paediatric categories in OTC and vitamins and dietary supplements; and herbal/traditional products is an aggregate of herbal/traditional categories in OTC and vitamins and dietary supplements

Note 3: 2023 data is provisional and based on part-year estimates

# Table 17 Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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% constant value growth

2023/2024 2023-28 CAGR 2023/28 Total

Consumer Health OTC Sports Nutrition Vitamins and Dietary Supplements Weight Management and Wellbeing Herbal/Traditional Products Allergy Care Paediatric Consumer Health

Data removed from sample

- Euromonitor International from trade associations, trade press, company research, trade interviews, trade sources
  - Consumer health total is the sum of OTC, sports nutrition, vitamins and dietary supplements and weight
- Note 1: management and wellbeing
- management and wellbeing Sum of categories is greater than the market size because allergy care is a duplicate of categories found in cough, cold and allergy remedies, dermatologicals and eye care; paediatric consumer health is an aggregate of paediatric categories in OTC and vitamins and dietary supplements; and herbal/traditional products is an aggregate of herbal/traditional categories in OTC and vitamins and dietary supplements 2023 data is provisional and based on part-year estimates Note 2:
- Note 3:

# **APPENDIX**

# Otc registration and classification

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SLEEP AIDS IN BRAZIL

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Vitamins and dietary supplements registration and classification	
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Con medication/son care and preventive medicine	
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# **Switches**

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# **DISCLAIMER**

Forecast and scenario closing date: 4 September 2023

Report closing date: 18 March 2024

Analysis and data in this report give full consideration to consumer behaviour and market performance in 2023 and beyond as of the dates above. For the very latest insight on this industry and consumer behaviour, at both global and national level, readers can access strategic analysis and updates on www.euromonitor.com and via the Passport system, where new content is being added on a systematic basis.

# **DEFINITIONS**

The total market size given for consumer health is the sum of OTC, sports nutrition, vitamins and dietary supplements and weight management and wellbeing.

The sum of these categories is greater than actual market size because allergy care is a duplicate of categories found in cough, cold and allergy (hay fever) remedies, dermatologicals and eye care; paediatric consumer health is an aggregate of paediatric categories in OTC and

vitamins and dietary supplements; and herbal/traditional products is an aggregate of herbal/traditional categories in OTC and vitamins and dietary supplements.

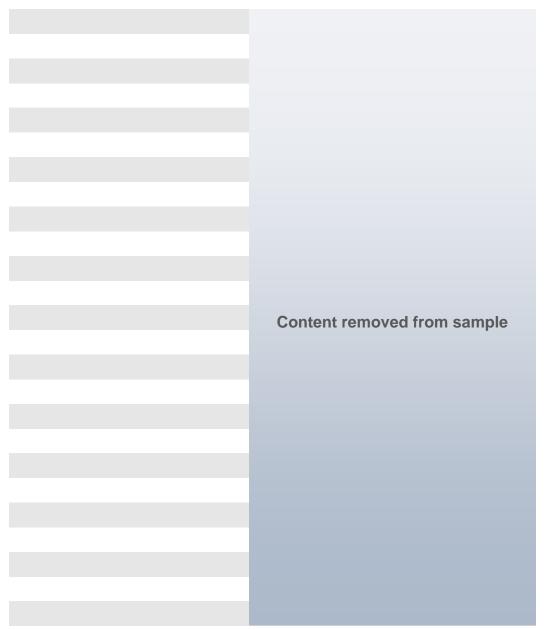
2023 data are provisional and based on part-year estimates.

# **SOURCES**

Sources used during the research included the following:

Summary 1	Research Sources	
Official Source		
Trade Associat	ions	
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		Content removed from sample
Trade Press		

SLEEP AIDS IN BRAZIL



Source: Euromonitor International