



**Euromonitor
International**

Sleep Aids in Peru

October 2025

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Sleep Aids in Peru - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Sales rocket due to greater awareness about the need for a good night's sleep

InRetail Pharma SA retains the lead but loses share to new competitors

Pharmacies gain ground as teas and pills lose ground to gummies

PROSPECTS AND OPPORTUNITIES

Uptake set to rise as more consumers look for safe solutions to sleep support

Gummies and stronger doses set to be a focus of new product development

Greater discussion around mental health could favour the use of herbal/traditional products

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