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Over The Counter 7 December 2021: Addressing The UK's Post-Pandemic Sleep Crisis, With Perrigo VP Neil Lister

by [David Ridley](#)

Nearly three-quarters of UK adults suffer from sleep problems, yet the majority of them do not seek help. In this episode, HBW Insight speaks to Perrigo VP and PAGB president Neil Lister about what consumer healthcare companies can do to help sleep-deprived British consumers. We talk about Perrigo's new State of the Market Report on Sleep, and how adjacencies in the OTC sleep category offer opportunities for self-care product innovation.

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[*Perrigo Wakes Up UK Sleep Category With Liquid Nytol*](#)

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