

Global sleep aids market in need of rejuvenation via NPD, adjacencies and connected health solutions

London, UK

Sleep aids & sedatives form a sizeable well-established consumer health category worth over \$2.2bn in 2017, but characterised by fairly low growth in recent years, and in need of reinvigorating via new product development, adjacencies or connected health solutions, according to a new report from The Nicholas Hall Group.

Sleep is a health area that lends itself easily to self-medication via sedating antihistamines and herbal & natural ingredients such as melatonin and valerian, while medical devices and digital health focused on sleep are seeing increased investment. With widespread concern over the “sleep loss epidemic” and significant implications for overall health from lack of sleep, it is imperative that consumers have access to tools to help them sleep. Raised levels of stress, anxiety and smartphone / tablet use ensure rising demand that can be tapped into by the right self-care solutions.

The global self-medication sleep aids market spans registered OTCs (such as diphenhydramine) and a wide variety of supplements (including valerian, melatonin and melissa), but suffers from regulatory diversity across markets. Genuine innovation (in ingredients or formats) is thin on the ground, but generics and “me-toos” launch frequently. Meanwhile, adjacencies focused on sleep offer alternatives. Other categories to look at include nighttime analgesics (primarily in USA), cough & cold remedies, menopause and other supplements.

Marketers looking to currently available prescription sleep aids for switching to self-medication status face difficult challenges, such as Rx-bound ingredients’ side-effects and potential addiction – one reason there has been next to no ingredient innovation in the OTC sphere for 40 years.

Connected Health is a key area of expansion. Sleep aids partnered with technology –passive (e.g. analysing sleep patterns / providing feedback) or active (improving sleep) – may break the cycle of low growth. Numerous gadgets, devices and apps for improving sleep have entered the market in recent years, taking in sleep tracking mats, wearable sleep enhancers, connected pillows, cognitive behavioural courses and myriad sleep-centric apps.

The full report, ***Sleep: Exploring Opportunities for Growth in Sleep Aids & Sedatives***, is available now. Full details can be found here: <https://nicholashall.com/report/sleep>

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