

Table of Contents

Executive summary	9	Canada (cont.)	
Global overview	10	Innovations	43
Ingredient trends	17	Sedatives & sleep aids	44
Innovation	20	Other products for sleep	48
Connected health	21	Outlook	50
Switch	22	China	51
Other products for sleep	24	Overview	51
Outlook	26	Regulations	55
Brazil	27	Sedatives & sleep aids	56
Overview	27	Other products for sleep	60
Regulations	29	Outlook	62
Innovations	31	France	63
Sedatives & sleep aids	32	Overview	63
Other products for sleep	36	Regulations	65
Outlook	38	Innovations	66
Canada	39	Sedatives & sleep aids	67
Overview	39	Other products for sleep	74
Regulations	41	Outlook	75

Table of Contents

Germany	76	Poland	106
Overview	76	Overview	106
Regulations	78	Regulations	108
Innovations	79	Sedatives & sleep aids	109
Sedatives & sleep aids	80	Other products for sleep	112
Other products for sleep	84	Outlook	114
Outlook	86	Russia	115
Italy	87	Overview	115
Overview	87	Regulations	117
Regulations	89	Innovations	118
Sedatives & sleep aids	90	Sedatives & sleep aids	119
Other products for sleep	93	Other products for sleep	124
Outlook	95	Outlook	126
Japan	96	Spain	127
Overview	96	Overview	127
Regulations	98	Regulations	129
Sedatives & sleep aids	100	Innovations	130
Other products for sleep	104	Sedatives & sleep aids	131
Outlook	105		

Table of Contents

Spain (cont.)		Connected Health	167
Other products for sleep	135	Overview	168
Outlook	137	CBT-I	169
UK	138	Apps	170
Overview	138	Digital devices	171
Regulations	140	Wearables	172
Innovations	141	Sleep aids using apps	173
Sedatives & sleep aids	142	Brand Case Studies & Innovations	174
Other products for sleep	147	Nytol	175
Outlook	149	Valdispert	177
USA	150	ZzzQuil	179
Overview	150	Innovations in herbal & natural products	181
Regulations	152	Innovations in format	182
Innovations	153	Innovations in spray formats	183
Sedatives & sleep aids	154	Innovations in food & drink formats	184
Other products for sleep	161	Innovations in anti-snoring products	185
Outlook	166	Outlook	186