



Euromonitor
International

Sleep Aids in China

October 2026

Table of Contents

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Continued growth in consumer expenditure bolsters sales of sleep aids

Yueyang expands sleep health solutions

LiLiangJi bridges traditional medicine and modern science

Chart 1 Value Sales 2021-2031

WHAT'S NEXT?

E-commerce set to expand access to affordable sleep aids

Brands win trust by blending TCM and modern formats

Livestream education and new formats lower barriers to trial

Chart 1 Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

E-commerce challengers chip away at established leaders' share

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

E-commerce eclipses offline retail

Douyin and cross-border platforms drive price competition

Chart 1 Retail Channels 2021-2026

PRODUCTS

Yueyang and Nutrend expand reach with prevention and value strategies

Bridging tradition and science to normalise sleep support

Digital discovery and natural positioning erode traditional brand dominance

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

Chart 2 Inflation 2021-2031

CONSUMER CONTEXT

Chart 1 Population 2021-2031

Chart 2 Population by Generation 2026

Chart 3 Consumer Expenditure 2021-2031

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sleep-aids-in-china/report.