



Euromonitor
International

Sleep Aids in Indonesia

September 2026

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KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Stress and digital fatigue drive demand for non-prescription sleep solutions

Retail e-commerce reshapes product discovery and consumer reach

Preventive wellness solutions replace traditional OTC medications

Chart 1 Value Sales 2021-2031

WHAT'S NEXT?

Steady growth set to expand sleep aids to younger, lifestyle-oriented consumers

Herbal supplements and multifunctional formats to attract new consumer segments

Retail e-commerce and sustainability expected to reshape the competitive environment

Chart 1 Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Soho Industri Pharmasi strengthens lead as demand for herbal solutions grows

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

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Health and beauty specialists remain the leading retail channel in 2026

Retail e-commerce gains momentum through convenience and innovation

Chart 1 Retail Channels 2021-2026

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Biyode GABA gummies target stress relief through halal-certified formats

Shopee drives gummy adoption through reviews and trial packs

Bioglan magnesium and ashwagandha tablets anchor preventive wellness

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