



**Euromonitor
International**

Sleep Aids in Thailand

September 2026

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KEY INDUSTRY TRENDS

INDUSTRY PERFORMANCE

Wellness-led sleep support reshapes sleep aids as consumers seek lifestyle-oriented solutions

Lifestyle stress and urban fatigue drive sleep aids as wellness-oriented solutions gain traction

E-commerce and social commerce accelerate growth as digital discovery reshapes consumer engagement

Chart 1 Value Sales 2021-2031

WHAT'S NEXT?

Sleep aids to evolve beyond insomnia relief as lifestyle positioning and digital ecosystems drive growth

Chart 1 Forecast Value Sales 2021-2031

COMPETITIVE LANDSCAPE

Regulatory controls limit branded activity and dampen competition

Chart 1 Company Shares 2026

Chart 2 Brand Shares 2026

CHANNELS

Pharmacies maintain control as regulatory barriers persist

Regulatory focus shapes retail and blocks e-commerce advances

Chart 1 Retail Channels 2021-2026

PRODUCTS

Category boundary dissolution and novel delivery formats drive innovation in sleep aids

Handyherb, Prixxe Health, Ackk and Zeavita lead recent product innovation through ingredients

Unconcentrated market and self-care integration define the business impact of recent innovation

ECONOMIC CONTEXT

Chart 1 Real GDP Growth 2021-2031

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Chart 1 Population 2021-2031

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