

Sleep Aids in the US

September 2023

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Sleep Aids in the US - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sleep aids continues to witness value and volume declines amidst softening consumer demand Rise of "super supplements" with ingredient-driven sleep+ combination benefits hinders growth of sleep aids Labelling controversies and paediatric melatonin incidents halt growth of "natural" sleep aids and gummy products

PROSPECTS AND OPPORTUNITIES

What will be the next spotlight ingredient after melatonin? Sleep tech and alternative delivery formats Utilising e-commerce and digitalisation to navigate an uncertain and diverging category

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DISCLAIMER

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