

# **Insomnia Market by Therapy Type [Non-pharmacological Therapy (Hypnotherapy, Cognitive Behavioral Therapy, Medical Devices, and Other Non-pharmacological Therapy) and Pharmacological Therapy (Prescription Sleep Aids and Over-The-Counter Sleep Aids)] - Global Opportunity Analysis and Industry Forecast, 2017-2023**

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## **Abstracts**

Insomnia is a disorder with the symptoms of lack of sleep, which is caused due to sedentary lifestyle, medical conditions, and medication. Insomnia is segmented into three types, namely transient, acute, and chronic depending on the duration of the disorder. In transient insomnia, symptoms persist from a few days to few weeks; for instance, acute insomnia persists for several weeks, while chronic insomnia lasts for months and even years. The global insomnia market was valued at \$4,093 million in 2016, and is estimated to reach \$5,488 million by 2023, registering a CAGR of 4.2% from 2017 to 2023.

The global insomnia market is segmented based on therapy type and geography. Based on therapy type, it is bifurcated into non-pharmacological and pharmacological therapy. Non-pharmacological therapy segment is further categorized into hypnotherapy, cognitive behavioral therapy, medical devices, and other non-pharmacological therapy. Pharmacological therapy is further divided into prescription sleep aids and over-the-counter sleep aids. The market is analyzed based on region into North America, Europe, Asia-Pacific, and LAMEA.

The global insomnia market is driven by rise in demand for over-the-counter (OTC) sleep aids and emergence of therapeutics with fewer side-effects. As the drugs used for the treatment of chronic diseases have some side-effects, which could affect the patient's quality of sleep, the rise in incidence of chronic diseases is expected to boost

the market growth. Furthermore, rise in stress level among youngsters have affected the quality of sleep and increase in demand for drugs. Moreover, the rise in geriatric population, increase in healthcare expenditure, and growth in disposable income are expected to fuel the market growth. However, the side-effects caused due to excessive use of sleep medication and patent expiration of many prescription drugs in the market are expected to hinder the market growth.

#### KEY MARKET BENEFITS FOR STAKEHOLDERS

This report offers a detailed quantitative analysis of the current market trends from 2016 to 2023 to identify the prevailing opportunities.

The market estimations provided in this report are based on comprehensive analysis of the key developments in the industry.

In-depth analysis based on geography facilitates the analysis of the regional market for strategic business planning.

The development strategies adopted by key manufacturers are enlisted in the report to understand the competitive scenario of the market.

#### KEY PLAYERS

Merck & Co. Inc.

Sanofi India Limited

Pfizer, Inc.

Takeda Pharmaceutical Company Ltd.

Purdue Pharmaceuticals L.P.

Eisai, Co. Ltd.

Meda Consumer Healthcare Inc.

Pernix Therapeutics

Vanda Pharmaceuticals

ECR Pharmaceuticals

## KEY MARKET SEGMENTS

### By Therapy Type

Non-pharmacological Therapy

Hypnotherapy

Cognitive Behavioral Therapy

Medical Devices

Other Non-pharmacological Therapy

Pharmacological Therapy

Prescription Sleep Aids

Over-the-counter Sleep Aids

### By Geography

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Spain

Rest of Europe

Asia-Pacific

Japan

China

Australia

India

Rest of Asia-Pacific

LAMEA

Brazil

Republic of South Africa

Saudi Arabia

Rest of LAMEA

The other players of the Insomnia market include (companies not profiled in the report):

Fidia Farmaceutici

Dainippon Sumitomo

Biocodex

Eli Lilly and Company

Ebb Therapeutics

## Contents

### CHAPTER 1 INTRODUCTION

- 1.1. REPORT DESCRIPTION
- 1.2. KEY BENEFITS
- 1.3. KEY MARKET SEGMENTS
- 1.4. RESEARCH METHODOLOGY
  - 1.4.1. Secondary research
  - 1.4.2. Primary research
  - 1.4.3. Analyst tools & models

### CHAPTER 2 EXECUTIVE SUMMARY

- 2.1. CXO PERSPECTIVE

### CHAPTER 3 MARKET OVERVIEW

- 3.1. MARKET DEFINITION AND SCOPE
- 3.2. KEY FINDINGS
  - 3.2.1. Top investment pockets
  - 3.2.2. Top winning strategies
- 3.3. PORTERS FIVE FORCES ANALYSIS
- 3.4. REGULATION AND REIMBURSEMENT SCENARIO
- 3.5. MARKET DYNAMICS
  - 3.5.1. Drivers
    - 3.5.1.1. Emergence of therapeutics with fewer side-effects
    - 3.5.1.2. Rise in demand for OTC sleep aids
    - 3.5.1.3. Stressful work condition and working in shifts
  - 3.5.2. Restraints
    - 3.5.2.1. Side Effects of Drugs
    - 3.5.2.2. Rise in number of patent expiration of branded prescription drugs
  - 3.5.3. Opportunities
    - 3.5.3.1. Untapped Markets in Developing Economies
    - 3.5.3.2. Presence of Large Undiagnosed Insomnia Population Pool

### CHAPTER 4 INSOMNIA MARKET, BY THERAPY TYPE

- 4.1. OVERVIEW

- 4.1.1. Market size and forecast
- 4.2. NON-PHARMACOLOGICAL THERAPY
  - 4.2.1. Key market trends
  - 4.2.2. Growth factors and opportunities
  - 4.2.3. Market size and forecast
  - 4.2.4. Hypnotherapy
  - 4.2.5. Cognitive Behavioral Therapy
  - 4.2.6. Medical Devices
  - 4.2.7. Other Non-pharmacological Therapy
- 4.3. PHARMACOLOGICAL THERAPY
  - 4.3.1. Key market trends
  - 4.3.2. Growth factors and opportunities
  - 4.3.3. Market size and forecast
  - 4.3.4. Prescription sleep aids
  - 4.3.5. Over-the-counter sleep aids

## **CHAPTER 5 INSOMNIA MARKET, BY GEOGRAPHY**

- 5.1. OVERVIEW
  - 5.1.1. Market size and forecast
- 5.2. NORTH AMERICA
  - 5.2.1. Key market trends
  - 5.2.2. Key growth factors and opportunities
  - 5.2.3. Market size and forecast
    - 5.2.3.1. U.S. market size and forecast
    - 5.2.3.2. Mexico market size and forecast
    - 5.2.3.3. Canada market size and forecast
- 5.3. EUROPE
  - 5.3.1. Key market trends
  - 5.3.2. Key growth factors and opportunities
  - 5.3.3. Market size and forecast
    - 5.3.3.1. UK market size and forecast
    - 5.3.3.2. France market size and forecast
    - 5.3.3.3. Germany market size and forecast
- 5.4. ASIA-PACIFIC
  - 5.4.1. Key market trends
  - 5.4.2. Key growth factors and opportunities
  - 5.4.3. Market size and forecast
    - 5.4.3.1. India market size and forecast

- 5.4.3.2. Japan market size and forecast
- 5.4.3.3. China market size and forecast
- 5.4.3.4. Rest of Asia-Pacific market size and forecast

## 5.5. LAMEA

- 5.5.1. Key market trends
- 5.5.2. Key growth factors and opportunities
- 5.5.3. Market size and forecast
  - 5.5.3.1. Brazil market size and forecast
  - 5.5.3.2. South Africa market size and forecast
  - 5.5.3.3. Saudi Arabia market size and forecast
  - 5.5.3.4. Rest of LAMEA market size and forecast

## CHAPTER 6 COMPANY PROFILES

### 6.1. MERCK & CO. INC.

- 6.1.1. Company overview
- 6.1.2. Company snapshot
- 6.1.3. Operating business segments
- 6.1.4. Business performance
- 6.1.5. Key strategic moves and developments

### 6.2. SANOFI

- 6.2.1. Company overview
- 6.2.2. Company snapshot
- 6.2.3. Operating business segments
- 6.2.4. Business performance
- 6.2.5. Key strategic moves and developments

### 6.3. PFIZER, INC.

- 6.3.1. Company overview
- 6.3.2. Company snapshot
- 6.3.3. Operating business segments
- 6.3.4. Business performance
- 6.3.5. Key strategic moves and developments

### 6.4. TAKEDA PHARMACEUTICAL COMPANY LTD.

- 6.4.1. Company overview
- 6.4.2. Company snapshot
- 6.4.3. Operating business segments
- 6.4.4. Business performance
- 6.4.5. Key strategic moves and developments

### 6.5. PURDUE PHARMACEUTICALS L.P.



- 6.5.1. Company overview
- 6.5.2. Company snapshot
- 6.5.3. Operating business segments
- 6.5.4. Business performance
- 6.5.5. Key strategic moves and developments
- 6.6. EISAI, CO. LTD.
  - 6.6.1. Company overview
  - 6.6.2. Company snapshot
  - 6.6.3. Operating business segments
  - 6.6.4. Business performance
  - 6.6.5. Key strategic moves and developments
- 6.7. MEDA CONSUMER HEALTHCARE INC.
  - 6.7.1. Company overview
  - 6.7.2. Company snapshot
  - 6.7.3. Operating business segments
  - 6.7.4. Business performance
  - 6.7.5. Key strategic moves and developments
- 6.8. PERNIX THERAPEUTICS
  - 6.8.1. Company overview
  - 6.8.2. Company snapshot
  - 6.8.3. Operating business segments
  - 6.8.4. Business performance
  - 6.8.5. Key strategic moves and developments
- 6.9. VANDA PHARMACEUTICALS
  - 6.9.1. Company overview
  - 6.9.2. Company snapshot
  - 6.9.3. Operating business segments
  - 6.9.4. Business performance
  - 6.9.5. Key strategic moves and developments
- 6.10. ECR PHARMACEUTICALS
  - 6.10.1. Company overview
  - 6.10.2. Company snapshot
  - 6.10.3. Operating business segments
  - 6.10.4. Business performance
  - 6.10.5. Key strategic moves and developments

## List Of Tables

### LIST OF TABLES

TABLE 1. GLOBAL INSOMNIA MARKET, BY THERAPY TYPE, 2016-2023 (\$MILLION)

TABLE 2. GLOBAL INSOMNIA MARKET BY NON-PHARMACOLOGICAL THERAPY, BY TYPE, 2016-2023 (\$MILLION)

TABLE 3. GLOBAL INSOMNIA MARKET BY NON-PHARMACOLOGICAL THERAPY, BY REGION, 2016-2023 (\$MILLION)

TABLE 4. GLOBAL INSOMNIA MARKET BY HYNOTHERAPY THERAPY, BY REGION, 2016-2023 (\$MILLION)

TABLE 5. GLOBAL INSOMNIA MARKET BY COGNITIVE BEHAVIORAL THERAPY, BY REGION, 2016-2023 (\$MILLION)

TABLE 6. GLOBAL INSOMNIA MARKET BY MEDICAL DEVICES, BY REGION, 2016-2023 (\$MILLION)

TABLE 7. GLOBAL INSOMNIA MARKET BY OTHER NON-PHARMACOLOGICAL THERAPY, BY REGION, 2016-2023 (\$MILLION)

TABLE 8. GLOBAL INSOMNIA MARKET BY PHARMACOLOGICAL THERAPY, BY TYPE, 2016-2023 (\$MILLION)

TABLE 9. GLOBAL INSOMNIA MARKET BY PHARMACOLOGICAL THERAPY, BY REGION, 2016-2023 (\$MILLION)

TABLE 10. GLOBAL INSOMNIA MARKET BY PRESCRIPTION SLEEP AIDS, BY REGION, 2016-2023 (\$MILLION)

TABLE 11. GLOBAL INSOMNIA MARKET BY OVER-THE-COUNTER SLEEP AIDS, BY REGION, 2016-2023 (\$MILLION)

TABLE 12. INSOMNIA MARKET, BY REGION, 2016-2023 (\$MILLION)

TABLE 13. NORTH AMERICA INSOMNIA MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 14. NORTH AMERICA INSOMNIA MARKET, BY THERAPY TYPE, 2016-2023 (\$MILLION)

TABLE 15. NORTH AMERICA INSOMNIA MARKET, BY NON-PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 16. NORTH AMERICA INSOMNIA MARKET, BY PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 17. EUROPE INSOMNIA MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 18. EUROPE INSOMNIA MARKET, BY THERAPY TYPE, 2016-2023 (\$MILLION)

TABLE 19. EUROPE INSOMNIA MARKET, BY NON-PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 20. EUROPE INSOMNIA MARKET, BY PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 21. ASIA-PACIFIC INSOMNIA MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 22. ASIA-PACIFIC INSOMNIA MARKET, BY THERAPY TYPE, 2016-2023 (\$MILLION)

TABLE 23. ASIA-PACIFIC INSOMNIA MARKET, BY NON-PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 24. ASIA-PACIFIC INSOMNIA MARKET, BY PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 25. LAMEA INSOMNIA MARKET, BY COUNTRY, 2016-2023 (\$MILLION)

TABLE 26. LAMEA INSOMNIA MARKET, BY THERAPY TYPE, 2016-2023 (\$MILLION)

TABLE 27. LAMEA INSOMNIA MARKET, BY NON-PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 28. LAMEA INSOMNIA MARKET, BY PHARMACOLOGICAL THERAPY, 2016-2023 (\$MILLION)

TABLE 29. MERCK: COMPANY SNAPSHOT

TABLE 30. MERCK: OPERATING SEGMENTS

TABLE 31. SANOFI: COMPANY SNAPSHOT

TABLE 32. SANOFI: OPERATING SEGMENTS

TABLE 33. PFIZER: COMPANY SNAPSHOT

TABLE 34. PFIZER: OPERATING SEGMENTS

TABLE 35. TAKEDA: COMPANY SNAPSHOT

TABLE 36. TAKEDA: OPERATING SEGMENTS

TABLE 37. PURDUE: COMPANY SNAPSHOT

TABLE 38. PURDUE: OPERATING SEGMENTS

TABLE 39. EISAI: COMPANY SNAPSHOT

TABLE 40. EISAI: OPERATING SEGMENTS

TABLE 41. MEDA: COMPANY SNAPSHOT

TABLE 42. MEDA: OPERATING SEGMENTS

TABLE 43. PERNIX: COMPANY SNAPSHOT

TABLE 44. PERNIX: OPERATING SEGMENTS

TABLE 45. VANDA: COMPANY SNAPSHOT

TABLE 46. VANDA: OPERATING SEGMENTS

TABLE 47. ECR: COMPANY SNAPSHOT

TABLE 48. ECR: OPERATING SEGMENTS

## List Of Figures

### LIST OF FIGURES

- FIGURE 1. SEGMENTATION OF GLOBAL INSOMNIA MARKET
- FIGURE 2. TOP INVESTMENT POCKETS IN GLOBAL INSOMNIA MARKET
- FIGURE 3. TOP WINNING STRATEGIES: PERCENTAGE DISTRIBUTION (2014-2016)
- FIGURE 4. TOP WINNING STRATEGIES: NATURE AND TYPE
- FIGURE 5. TOP WINNING STRATEGIES: NATURE AND COMPANY
- FIGURE 6. BARGAINING POWER OF BUYERS
- FIGURE 7. BARGAINING POWER OF SUPPLIERS
- FIGURE 8. THREAT OF NEW ENTRANTS
- FIGURE 9. THREAT OF SUBSTITUTION
- FIGURE 10. COMPETITIVE RIVALRY
- FIGURE 11. RESTRAINTS AND DRIVERS: GLOBAL INSOMNIA MARKET
- FIGURE 12. GLOBAL INSOMNIA MARKET: PRODUCT SEGMENTATION
- FIGURE 13. U.S. INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 14. MEXICO INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 15. CANADA INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 16. UK INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 17. FRANCE INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 18. GERMANY INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 19. INDIA INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 20. JAPAN INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 21. CHINA INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 22. REST OF ASIA-PACIFIC INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 23. BRAZIL INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 24. SOUTH AFRICA INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 25. SAUDI ARABIA INSOMNIA MARKET, 2016-2023 (\$MILLION)
- FIGURE 26. REST OF LAMEA INSOMNIA MARKET, 2016-2023 (\$MILLION)

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