

# Global Trends in Sleep Aids and Stress Management

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## Abstracts

Sleep aids is one of the fastest growing categories in consumer health, posting a CAGR of 4.4% between 2011 and 2016 to reach USD2.2 billion globally in 2016. Sales in OTC sleep aids are influenced by rising stress levels among consumers who point to demands from work and family as well as increased use of mobile devices as primary drivers of their sleeplessness. Sleep aids are often positioned as stress relievers as well, as consumers look to address both conditions simultaneously.

Euromonitor International's Global Trends in Sleep Aids and Stress Management global briefing examines the size, growth trends and potential opportunities in the Consumer Health market. The strategic analyses include assessing the impacts of changing regulations, research breakthroughs and public health concerns on both the market and leading companies. Consumer attitudes towards the products and their personal healthcare needs are also explored.

**Product coverage:** Allergy Care, Herbal/Traditional Products, OTC, Paediatric Consumer Health, Sports Nutrition, Vitamins and Dietary Supplements, Weight Management and Wellbeing.

**Data coverage:** market sizes (historic and forecasts), company shares, brand shares and distribution data.

### Why buy this report?

Get a detailed picture of the Consumer Health market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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