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Sleep Software Market by Function (Sleep Tracking, Analysis, Disorder Management, Improvement), Indication (Insomnia, Sleep Apnea), Offering (Platforms, Apps (Mobile)), End-user (Providers, Individual), Deployment, Type, & Region - Global Forecast to 2030

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Abstracts

The global Sleep Software market is projected to reach USD 1,569.2 Million by 2030 from USD 878.9 million in 2024, at a CAGR of 10.1% during the forecast period. The growth in the sleep software market is driven by the shift towards preventive health since individuals and health systems are putting more emphasis on proactive wellness approaches rather than reacting to treatments. Sleep software can play a major role in such a shift by allowing users to track their sleep, spot early sleep issues, and develop healthier habits for long-term wellness. As awareness grows about the link between sleep quality and chronic conditions such as obesity, heart disease, and mental health disorders, consumers are increasingly adopting tools that help address potential issues before they become serious.

“The mobile applications segment is expected to register the fastest growth during the forecast period, by offering”

The Sleep Software market, by offering, is segmented into platforms and applications. The mobile applications segment is expected to grow the fastest during the forecast period due to the rapid growth of mobile-based applications in the sleep software market, which is driven by rising awareness of sleep health, increasing sleep disorders, and advancements in technology. Sleep apps such as Sleep Cycle, Calm, and Headspace offer features such as tracking, relaxation, and integration with wearables.

Demand is further increased by stressful lives and health trends, with products such as Moshi for kids and CBT-I Coach for sleeplessness. These apps are now widely available and crucial for improved sleep management due to their affordable models and pandemic-driven mental health focus.

“Cloud-based segment dominated the sleep software market, by deployment model.”

By deployment model, the Sleep Software market is divided into on-premise models and cloud-based models. In 2023, cloud-based models, by deployment model, held a large share of the Sleep Software market. Owing to its scalability, cost efficiency, and accessibility. Cloud solutions enable easy expansion without significant infrastructure costs while providing users with real-time data synchronization across devices. The cloud platforms offer robust data security and seamless updates that continue to allow access to the latest feature upgrades. Integration capabilities with other health platforms and global reach provide an added strength in terms of dominance in the market share.

“Asia Pacific is expected to register the fastest market growth during the forecast period.”

The Sleep Software market is bifurcated into North America, Europe, Asia Pacific, Latin America, and Middle East & Africa. The sleep software market in the Asia Pacific region is being driven by growing awareness of sleep's critical role in health and productivity, with rising consumer focus on addressing issues like insomnia and sleep apnea, exacerbated by urbanization and high-stress lifestyles. The growing middle class and increasing disposable incomes in key markets such as India, China, and Indonesia fuel demand for innovative sleep solutions, including apps and wearable integrations, as consumers focus on wellness and invest in health-focused technologies.

The break-down of primary participants is as mentioned below:

By Company Type - Tier 1: 32%, Tier 2: 44%, and Tier 3: 24%

By Designation - Directors: 30%, Manager: 34%, and Others: 36%

By Region - North America: 45%, Europe: 30%, Asia Pacific: 20%, Latin America: 3% and Middle East & Africa: 2%

List of Companies Profiled in the Report

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1. Koninklijke Philips N.V. (Netherlands)

2. Cadwell Industries Inc. (US)

3. COMPUMEDICS LIMITED (Australia)

4. Neurovirtual. (US)

5. NIHON KOHDEN CORPORATION (Japan)

6. Nox Medical (Iceland)

7. Natus Medical Incorporated (ARCHIMED) (US)

8. RXNT (US)

9. Resmed (US)

10. Cleveland Medical Devices Inc. (US)

11. SOMNOmedics AG (Germany)

12. CIDELEC (France)

13. Calm (US)

14. Sleep Cycle (Sweden)

15. Headspace Inc. (US)

16. L?wenstein Medical SE & Co. KG (Germany)

17. CamNtech Ltd (United Kingdom)

18. Fisher & Paykel Healthcare Limited. (New Zealand)

19. BioSerenity (France)

20. VYAIRE MEDICAL INC (US)

21. Inspire Medical Systems, Inc. (US)

22. HoneyNaps (South Korea)

23. Sleep Reset (US)

24. SleepImage. (US)

25. BigHealth (US)

26. Bodymatter, Inc. (US)

27. Neybox Digital Ltd. (US)

28. Consumer Sleep Solutions LLC. (US)

Research Coverage:

The report analyzes the sleep software market and aims to estimate the market size and future growth potential of various market segments based on type, offering, function, indication, deployment model, end user, and region. The report also analyses factors (such as drivers, opportunities, and challenges) affecting market growth. It evaluates the opportunities and challenges for stakeholders in the market. The report also studies micro markets with respect to their growth trends, prospects, and contributions to the total sleep software market. The report forecasts the revenue of the market segments with respect to five major regions. The report also provides a competitive analysis of the key players operating in this market, along with their company profiles, product offerings, recent developments, and key market strategies.

Reasons to Buy the Report

This report will enrich established firms as well as new entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them garner a greater share of the market. Firms purchasing the report could use one or a combination of the below-mentioned strategies to strengthen their positions in the market.

This report provides insights on:

Analysis of key drivers (growing incidence of sleep disorders, increasing adoption of telehealth and mhealth, increasing emphasis on corporate wellness programs, growing awareness regarding sleep apnea and wellness improvement, favorable reimbursement and financial aid for sleep apnea devices and therapies), restraints (use of alternative therapies and medications for sleep disorders, data security and privacy concerns, resistance from tradition healthcare providers), opportunities (adoption of advanced technologies, integration with wearable devices, personalized sleep solutions, mental health and wellness integration), challenges (lack of clinical validation for many solutions, regulatory compliance complexities, growing concerns about data privacy and security.) are factors contributing the growth of the sleep software market.

Product Development/Innovation: Detailed insights on upcoming trends, research & development activities, and new software launches in the sleep software market.

Market Development: Comprehensive information on the lucrative emerging markets, type, offering, function, indications, deployment model, end user, and region.

Market Diversification: Exhaustive information about the software portfolios, growing geographies, recent developments, and investments in the sleep software market.

Competitive Assessment: In-depth assessment of market shares, growth strategies, product offerings, company evaluation quadrant, and capabilities of leading players in the global sleep software market such as Koninklijke Philips N.V. (Netherlands), Resmed (US), Calm (US), Headspace Inc. (US), Inspire Medical Systems, Inc. (US).

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