

U.S. Insomnia Market by Non-Pharmacological Therapy (CBTI, Hypnotherapy), Prescription Sleep Aids (Benzodiazepines, Non-Benzodiazepines (Zaleplon), Orexin Antagonist) & OTC Treatment (Antihistamine, Melatonin, Valerian Root) - Forecasts to 2021

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Abstracts

The U.S. insomnia market is projected to reach USD 4.24 billion by 2021 from USD 3.38 billion in 2016, growing at a CAGR of 4.6% from 2016 to 2021.

In 2016, the cognitive behavioural therapy for insomnia (CBTI) segment is expected to account for the largest share of the market. The other alternative therapies include exercise/yoga, acupuncture, biofeedback, bright light therapy, music therapy, and aroma therapy.

In 2016, the prescription sleep aids segment is expected to account for the largest share of the U.S. insomnia pharmacological treatment market. The launch of Belsomra (Merck & Co., Inc) in 2014 in the U.S. and the anticipated launch of E-2006 (Eisai Co., Ltd.) is expected to drive the growth of the market during the forecast years. However, due to the erosion in branded drugs sales and growing adoption of generics attributed to their low cost and equal efficacy as compared to branded products may hinder the growth of the market. In 2016, the zolpidem segment is expected to account for the largest share of the non-benzodiazepines prescription sleep aids market. However, higher adoption of generic products that are available at a cheaper price is negatively affecting the growth of the market.

The over-the-counter sleep aids segment of the U.S. insomnia pharmacological

treatment market is expected to grow at the highest CAGR during the forecast period. Reasons attributing to the growth of this market include easier availability, low prices, and publicity regarding the side effects of the prescription sleep aids has also steered the patients towards OTC sleep aid. In 2016, the antihistamines sleep aids segment is expected to hold the largest share of the over-the-counter sleep aids market, whereas, melatonin is expected to grow at the highest CAGR during the forecast period. Growing awareness about the advantages of melatonin such as least amount of side effects, reduces stress levels, and its growing consumption is driving the growth of this segment in the U.S.

Some of the key players offering insomnia treatment (pharmacological) include Eisai, Co. Ltd. (Japan), Merck & Co., Inc. (U.S.), Meda Consumer Healthcare Inc. (U.S.), Pfizer, Inc. (U.S.), Sanofi (France), Takeda Pharmaceutical Company Ltd. (Japan), Pernix Therapeutics (U.S.), and Purdue Pharma L.P. (U.S.).

Research Coverage

The market study covers the U.S. insomnia market, by type of treatment, to estimate the overall market size during 2013 to 2021. This report also covers the drivers, restraints, and opportunities of the market along with the competitive landscape of the U.S. insomnia market players.

Reasons to buy this report:

The report will enrich both established firms as well as new entrants/smaller firms to gauge the pulse of the market, which in turn helps firms to garner a greater market share. Firms purchasing the report could use any one or a combination of the below-mentioned five strategies (market penetration, product development/innovation, market development, market diversification, and competitive assessment) for strengthening their market shares.

The report provides insights on the following pointers:

Market Penetration: Comprehensive information regarding products and services offered by the top players in the U.S. insomnia market

Product Development/Innovation: Detailed insights on research & development activities, and new product launches in the U.S. insomnia market

Market Diversification: Exhaustive information about new products, recent developments, and investments in the U.S. insomnia market

Competitive Assessment: In-depth assessment of strategies, products, and pipeline products of the key players in the U.S. insomnia market

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