

# **Sleep-Enhancing Beverages Market Forecasts to 2032 – Global Analysis By Product Type (Functional Sleep Beverages, Relaxation Drinks, Herbal Sleep Beverages, Dairy-Based Sleep Beverages, and Other Product Types), Ingredient, Packaging Format, Distribution Channel, Application, and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Sleep-Enhancing Beverages Market is accounted for \$1.65 billion in 2025 and is expected to reach \$3.33 billion by 2032 growing at a CAGR of 10.5% during the forecast period. Sleep-enhancing beverages are designed to aid relaxation and support better sleep. They typically feature calming ingredients like melatonin, chamomile, magnesium, or L-theanine, which help soothe the mind and balance sleep cycles. These beverages range from herbal infusions to fortified plant-based milks and functional wellness drinks. Taken before bedtime, they encourage restful sleep, minimize disturbances during the night, and offer a natural alternative to pharmaceutical sleep aids.

According to a report from the National Sleep Foundation, nearly 70 million Americans suffer from sleep disorders, creating a significant market opportunity for products that address this pressing issue.

Market Dynamics:

Driver:

Rising prevalence of sleep disorders

As sleep disorders such as insomnia, sleep apnea, and circadian rhythm disruptions become increasingly common, consumers are actively seeking non-pharmaceutical solutions. Factors like digital overstimulation, work-related stress, and irregular lifestyles have contributed to widespread sleep deprivation across age groups. Sleep-enhancing beverages offer a convenient, natural alternative to prescription medications, appealing to health-conscious individuals. Growing awareness of the link between sleep quality and overall wellness including immunity, cognition, and emotional health is further driving demand. Influencer marketing, wellness blogs, and functional beverage campaigns have amplified consumer interest in sleep-supportive ingredients like melatonin, L-theanine, and chamomile.

#### Restraint:

##### Limited clinical validation

Despite growing popularity, many sleep-enhancing beverages lack robust clinical evidence to support their efficacy claims. Most formulations rely on anecdotal benefits or preliminary studies, which may not meet regulatory or medical standards. This gap in scientific validation creates skepticism among healthcare professionals and cautious consumers. Without standardized dosing or long-term safety data, adoption remains limited in clinical and institutional settings. Regulatory bodies may impose stricter labeling and marketing requirements, further complicating product positioning. As a result, the market faces credibility challenges that could hinder sustained growth and mainstream acceptance.

#### Opportunity:

##### Expansion into new demographics

Adolescents facing academic stress and screen-induced sleep disruption represent a rising demand segment. Shift workers in healthcare, logistics, and manufacturing often struggle with irregular sleep cycles, making functional beverages a practical solution. Older adults, who frequently experience age-related sleep fragmentation, are increasingly open to natural remedies over pharmaceuticals. Brands can tailor formulations and marketing strategies to meet the unique needs of these groups, enhancing relevance and reach. Additionally, cultural shifts toward holistic wellness and mental health support are opening doors for inclusive product development. This demographic diversification offers a strategic pathway for long-term market expansion.

## Threat:

### Competition from alternative sleep aids

Sleep-enhancing beverages face stiff competition from a wide array of alternative solutions, including supplements, wearables, and digital therapeutics. Melatonin capsules, herbal teas, and sleep gummies often offer higher potency and clearer dosing, attracting consumers seeking faster results. Sleep tracking devices and mobile apps provide behavioral insights and cognitive interventions, reducing reliance on ingestible products. Moreover, prescription medications and over-the-counter sleep aids continue to dominate clinical recommendations, especially for chronic conditions. As innovation accelerates across adjacent categories, beverage brands must differentiate through formulation, branding, and user experience.

## Covid-19 Impact:

The COVID-19 pandemic significantly altered sleep patterns, with increased anxiety, remote work, and disrupted routines contributing to widespread sleep disturbances. This surge in sleep-related issues temporarily boosted demand for calming and sleep-inducing beverages. However, supply chain disruptions and reduced retail footfall initially constrained product availability and distribution. Post-pandemic, the emphasis on mental health and holistic recovery has sustained interest in sleep-enhancing products. The market is now recalibrating with a stronger focus on immunity-linked formulations and stress-reduction benefits, positioning sleep beverages as part of broader wellness ecosystems.

The functional sleep beverages segment is expected to be the largest during the forecast period

The functional sleep beverages segment is expected to account for the largest market share during the forecast period, as consumers increasingly seek natural, non-invasive solutions for better rest. Driving forces include advancements in formulation technologies like melatonin encapsulation, adaptogenic infusions, and AI-powered personalization. Emerging trends highlight plant-based ingredients, magnesium blends, and herbal tonics tailored for night-time routines. Key developments involve a shift toward clean-label, functional drinks that align with holistic wellness goals. These beverages are evolving from niche supplements to lifestyle staples, reflecting broader interest in sleep hygiene and mental well-being.

The functional nutrition segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the functional nutrition segment is predicted to witness the highest growth rate, driven by leveraging natural compounds like tryptophan, magnesium, and L-theanine to support restful sleep and regulate circadian rhythms. Advances in delivery systems such as encapsulation and precision nutrient dosing are improving bioavailability and targeted impact. The market is seeing a rise in personalized formulations, adaptogen-based blends, and clean-label options. Recent shifts include integration with sleep-tracking technologies, enabling customized solutions that align with broader wellness routines and non-drug approaches to sleep improvement.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising urban stress, sleep disorders, and a shift toward natural wellness solutions. Innovations in functional drink technologies like melatonin, L-theanine, and botanical extracts are fueling product differentiation. Trends such as clean-label formulations, adaptogens, and convenient RTD formats are reshaping consumer preferences. Notable developments include science-backed product launches, digital retail expansion, and strategic alliances between wellness and nutraceutical companies to deliver non-pharma sleep aids tailored to evolving regional demand.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to increasing sleep-related health concerns and a shift toward natural, non-pharma solutions. Technological advancements include ready-to-drink formats with melatonin, magnesium, and botanical adaptogens. Trends are leaning into plant-based formulations, AI-driven personalization, and transparent labeling. Notable developments feature broader e-commerce reach, influencer-led wellness launches, and scientific backing for active ingredients. With millions affected by poor sleep, demand for functional beverages offering relaxation and restorative benefits continues to grow rapidly.

Key players in the market

Some of the key players in Sleep-Enhancing Beverages Market include PepsiCo, The

Functional Beverage Company, Nestle, Vital Proteins, Neurobrands LLC, Humm Kombucha, Som Sleep, Elements of Balance, Dream Water, Kin Euphorics, Yogi Tea, GABA Labs, Pukka Herbs, Celsius Holdings Inc., and Bigelow Tea.

#### Key Developments:

In July 2025, CELSIUS has been awarded best in new product from key regional business partners The Distributor Group, Australia's leading national independent wholesale distributor group servicing Petrol & Convenience and "On The Go" Channels, and BP New Zealand, a leading Petrol & Convenience retailer.

In February 2024, GABA Labs announces the launch of SENTIA the world's first GABA Spirit, in the United States, answering to a new generation moving toward a mindful and health-conscious lifestyle.

In June 2022, Nestle Health Science (NHSc) has agreed to acquire a majority stake in Vital Proteins, America's leading collagen brand and a lifestyle and wellness platform offering supplements, beverages, and food products. The acquisition is subject to regulatory approval.

#### Product Types Covered:

Functional Sleep Beverages

Relaxation Drinks

Herbal Sleep Beverages

Dairy-Based Sleep Beverages

Other Product Types

#### Ingredients Covered:

Melatonin

Lavender

Valerian Root

Magnesium

Chamomile

L-Theanine

Other Ingredients

#### Packaging Formats Covered:

Bottles

Cans

Sachets

Ready-to-Drink (RTD)

Concentrates & Powders

#### Distribution Channels Covered:

Supermarkets/Hypermarkets

Pharmacies

Online Retailers

Specialty Sleep & Wellness Stores

Convenience Stores

E-commerce

### Applications Covered:

Health & Wellness

Pharmaceutical Alternatives

Functional Nutrition

Other Applications

### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

#### Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

##### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

##### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

##### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

## Contents

### **1 EXECUTIVE SUMMARY**

### **2 PREFACE**

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
  - 2.4.1 Data Mining
  - 2.4.2 Data Analysis
  - 2.4.3 Data Validation
  - 2.4.4 Research Approach
- 2.5 Research Sources
  - 2.5.1 Primary Research Sources
  - 2.5.2 Secondary Research Sources
  - 2.5.3 Assumptions

### **3 MARKET TREND ANALYSIS**

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

### **4 PORTERS FIVE FORCE ANALYSIS**

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

## **5 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY PRODUCT TYPE**

- 5.1 Introduction
- 5.2 Functional Sleep Beverages
- 5.3 Relaxation Drinks
- 5.4 Herbal Sleep Beverages
- 5.5 Dairy-Based Sleep Beverages
- 5.6 Other Product Types

## **6 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY INGREDIENT**

- 6.1 Introduction
- 6.2 Melatonin
- 6.3 Lavender
- 6.4 Valerian Root
- 6.5 Magnesium
- 6.6 Chamomile
- 6.7 L-Theanine
- 6.8 Other Ingredients

## **7 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY PACKAGING FORMAT**

- 7.1 Introduction
- 7.2 Bottles
- 7.3 Cans
- 7.4 Sachets
- 7.5 Ready-to-Drink (RTD)
- 7.6 Concentrates & Powders

## **8 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY DISTRIBUTION CHANNEL**

- 8.1 Introduction
- 8.2 Supermarkets/Hypermarkets
- 8.3 Pharmacies
- 8.4 Online Retailers
- 8.5 Specialty Sleep & Wellness Stores
- 8.6 Convenience Stores

## 8.7 E-commerce

# **9 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY APPLICATION**

## 9.1 Introduction

## 9.2 Health & Wellness

## 9.3 Pharmaceutical Alternatives

## 9.4 Functional Nutrition

## 9.5 Other Applications

# **10 GLOBAL SLEEP-ENHANCING BEVERAGES MARKET, BY GEOGRAPHY**

## 10.1 Introduction

## 10.2 North America

### 10.2.1 US

### 10.2.2 Canada

### 10.2.3 Mexico

## 10.3 Europe

### 10.3.1 Germany

### 10.3.2 UK

### 10.3.3 Italy

### 10.3.4 France

### 10.3.5 Spain

### 10.3.6 Rest of Europe

## 10.4 Asia Pacific

### 10.4.1 Japan

### 10.4.2 China

### 10.4.3 India

### 10.4.4 Australia

### 10.4.5 New Zealand

### 10.4.6 South Korea

### 10.4.7 Rest of Asia Pacific

## 10.5 South America

### 10.5.1 Argentina

### 10.5.2 Brazil

### 10.5.3 Chile

### 10.5.4 Rest of South America

## 10.6 Middle East & Africa

### 10.6.1 Saudi Arabia

- 10.6.2 UAE
- 10.6.3 Qatar
- 10.6.4 South Africa
- 10.6.5 Rest of Middle East & Africa

## **11 KEY DEVELOPMENTS**

- 11.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 11.2 Acquisitions & Mergers
- 11.3 New Product Launch
- 11.4 Expansions
- 11.5 Other Key Strategies

## **12 COMPANY PROFILING**

- 12.1 PepsiCo
- 12.2 The Functional Beverage Company
- 12.3 Nestle
- 12.4 Vital Proteins
- 12.5 Neurobrands LLC
- 12.6 Humm Kombucha
- 12.7 Som Sleep
- 12.8 Elements of Balance
- 12.9 Dream Water
- 12.10 Kin Euphorics
- 12.11 Yogi Tea
- 12.12 GABA Labs
- 12.13 Pukka Herbs
- 12.14 Celsius Holdings Inc.
- 12.15 Bigelow Tea

## List Of Tables

### LIST OF TABLES

Table 1 Global Sleep-Enhancing Beverages Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Sleep-Enhancing Beverages Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Sleep-Enhancing Beverages Market Outlook, By Functional Sleep Beverages (2024-2032) (\$MN)

Table 4 Global Sleep-Enhancing Beverages Market Outlook, By Relaxation Drinks (2024-2032) (\$MN)

Table 5 Global Sleep-Enhancing Beverages Market Outlook, By Herbal Sleep Beverages (2024-2032) (\$MN)

Table 6 Global Sleep-Enhancing Beverages Market Outlook, By Dairy-Based Sleep Beverages (2024-2032) (\$MN)

Table 7 Global Sleep-Enhancing Beverages Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 8 Global Sleep-Enhancing Beverages Market Outlook, By Ingredient (2024-2032) (\$MN)

Table 9 Global Sleep-Enhancing Beverages Market Outlook, By Melatonin (2024-2032) (\$MN)

Table 10 Global Sleep-Enhancing Beverages Market Outlook, By Lavender (2024-2032) (\$MN)

Table 11 Global Sleep-Enhancing Beverages Market Outlook, By Valerian Root (2024-2032) (\$MN)

Table 12 Global Sleep-Enhancing Beverages Market Outlook, By Magnesium (2024-2032) (\$MN)

Table 13 Global Sleep-Enhancing Beverages Market Outlook, By Chamomile (2024-2032) (\$MN)

Table 14 Global Sleep-Enhancing Beverages Market Outlook, By L-Theanine (2024-2032) (\$MN)

Table 15 Global Sleep-Enhancing Beverages Market Outlook, By Other Ingredients (2024-2032) (\$MN)

Table 16 Global Sleep-Enhancing Beverages Market Outlook, By Packaging Format (2024-2032) (\$MN)

Table 17 Global Sleep-Enhancing Beverages Market Outlook, By Bottles (2024-2032) (\$MN)

Table 18 Global Sleep-Enhancing Beverages Market Outlook, By Cans (2024-2032)

(\$MN)

Table 19 Global Sleep-Enhancing Beverages Market Outlook, By Sachets (2024-2032)

(\$MN)

Table 20 Global Sleep-Enhancing Beverages Market Outlook, By Ready-to-Drink (RTD) (2024-2032) (\$MN)

Table 21 Global Sleep-Enhancing Beverages Market Outlook, By Concentrates & Powders (2024-2032) (\$MN)

Table 22 Global Sleep-Enhancing Beverages Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 23 Global Sleep-Enhancing Beverages Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 24 Global Sleep-Enhancing Beverages Market Outlook, By Pharmacies (2024-2032) (\$MN)

Table 25 Global Sleep-Enhancing Beverages Market Outlook, By Online Retailers (2024-2032) (\$MN)

Table 26 Global Sleep-Enhancing Beverages Market Outlook, By Specialty Sleep & Wellness Stores (2024-2032) (\$MN)

Table 27 Global Sleep-Enhancing Beverages Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 28 Global Sleep-Enhancing Beverages Market Outlook, By E-commerce (2024-2032) (\$MN)

Table 29 Global Sleep-Enhancing Beverages Market Outlook, By Application (2024-2032) (\$MN)

Table 30 Global Sleep-Enhancing Beverages Market Outlook, By Health & Wellness (2024-2032) (\$MN)

Table 31 Global Sleep-Enhancing Beverages Market Outlook, By Pharmaceutical Alternatives (2024-2032) (\$MN)

Table 32 Global Sleep-Enhancing Beverages Market Outlook, By Functional Nutrition (2024-2032) (\$MN)

Table 33 Global Sleep-Enhancing Beverages Market Outlook, By Other Applications (2024-2032) (\$MN)

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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