

Sleep and Relaxation Drinks Market Forecasts to 2032 – Global Analysis By Product Type (Herbal Sleep Aids, Relaxation Drinks, Functional Beverages, Melatonin-Based Drinks, Adaptogenic Blends and Other Product Types), Type, Ingredient Type, Consumer Type, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Sleep and Relaxation Drinks Market is accounted for \$4.4 billion in 2025 and is expected to reach \$5.8 billion by 2032 growing at a CAGR of 4.1% during the forecast period. Sleep and relaxation drinks are functional beverages formulated to promote calmness, reduce stress, and support restful sleep. Typically infused with natural ingredients such as melatonin, L-theanine, chamomile, valerian root, or magnesium, these drinks help regulate circadian rhythms and ease mental tension. They are often marketed as non-caffeinated, low-sugar options suitable for evening consumption. Designed for wellness-conscious consumers, sleep drinks offer a convenient alternative to supplements, aligning with growing demand for holistic, non-pharmaceutical solutions to improve sleep quality and relaxation.

Market Dynamics:

Driver:

Increasing mental health awareness and sleep disorders

Sleep and relaxation drinks offer a convenient, natural alternative to prescription medications, aligning with the growing preference for wellness-oriented lifestyles. The

market is benefiting from increased consumer education, social media advocacy, and integration of calming ingredients such as melatonin, L-theanine, and chamomile. Additionally, the rise in remote work and digital fatigue has amplified demand for functional beverages that support rest and recovery. This shift is particularly evident among millennials and Gen Z, who prioritize mental well-being and holistic health.

Restraint:

Lack of standardized efficacy data and regulatory approvals

Many formulations rely on botanical extracts and adaptogens that lack universally accepted dosage guidelines, making efficacy claims difficult to substantiate. Regulatory ambiguity across regions where products may be classified as supplements, beverages, or functional foods complicates labeling, marketing, and distribution. This lack of harmonization can hinder international expansion and reduce consumer trust. Moreover, manufacturers must navigate complex approval processes to ensure compliance with food safety and health claims regulations.

Opportunity:

Ready-to-drink (RTD) formulations with enhanced bioavailability and flavor profiles

Innovations in emulsification and nanoencapsulation technologies are improving bioavailability of sleep-inducing compounds, enhancing product efficacy. Flavor optimization using natural sweeteners, fruit infusions, and herbal blends is attracting health-conscious consumers who seek enjoyable wellness experiences. RTD formats also enable precise dosing and consistent quality, making them ideal for retail and e-commerce channels. Brands are leveraging this opportunity to launch premium SKUs and expand into travel, hospitality, and fitness sectors.

Threat:

Misinformation and overpromising

Some brands promote sleep drinks as cure-alls for complex disorders without sufficient scientific backing, risking backlash and reputational damage. Social media amplification of anecdotal benefits may distort public perception, leading to unrealistic expectations. Inaccurate labeling, undisclosed ingredient interactions, and lack of transparency further

contribute to consumer hesitancy. Regulatory bodies are increasingly monitoring functional beverage claims, and non-compliant brands may face penalties or product recalls.

Covid-19 Impact:

The COVID-19 pandemic reshaped consumer behavior, accelerating demand for wellness products that support immunity, stress relief, and sleep hygiene. Lockdowns and remote work heightened anxiety and disrupted sleep patterns, prompting individuals to explore natural remedies. Sleep and relaxation drinks gained traction as part of self-care routines, especially among urban populations. However, supply chain disruptions and ingredient shortages temporarily affected production and distribution.

The melatonin-based drinks segment is expected to be the largest during the forecast period

The melatonin-based drinks segment is expected to account for the largest market share during the forecast period owing to their clinically supported role in regulating sleep-wake cycles and improving sleep onset. These formulations are widely accepted across age groups and are often fortified with synergistic ingredients such as valerian root, magnesium, and L-theanine to enhance relaxation and reduce anxiety. The segment benefits from growing consumer preference for natural sleep aids over synthetic pharmaceuticals, especially in wellness-conscious demographics.

The powdered mixes and drink sticks segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the powdered mixes and drink sticks segment is predicted to witness the highest growth rate driven by their convenience, extended shelf life, and adaptability to personalized wellness routines. These formats are particularly popular among frequent travelers, fitness enthusiasts, and digital consumers who value portability and ease of use. The ability to customize dosage and flavor profiles adds to their appeal, especially in subscription-based and direct-to-consumer models. Technological advancements in solubility and nutrient preservation are enabling manufacturers to deliver potent formulations in compact packaging.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market

share attributed to rising disposable incomes, rapid urbanization, and a strong cultural inclination toward herbal and traditional remedies. Countries such as China, Japan, South Korea, and India are witnessing increased demand for functional beverages that promote sleep and stress relief, driven by hectic lifestyles and growing mental health awareness. Local players are actively launching sleep drinks infused with native herbs like ashwagandha, jujube, and ginseng, while international brands are expanding through strategic partnerships and tailored formulations.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR fueled by a combination of high insomnia prevalence, strong wellness trends, and a mature retail ecosystem that supports rapid product adoption. Consumers in the U.S. and Canada are increasingly turning to functional beverages as part of their daily self-care routines, with sleep and relaxation drinks gaining traction in both mainstream and niche segments. The region's regulatory transparency and emphasis on clean-label products enable brands to make substantiated claims and build consumer trust.

Key players in the market

Some of the key players in Sleep and Relaxation Drinks Market include PepsiCo, The Coca-Cola Company, New Age, Inc., Dream Water, Som Sleep, NeuroBrands, LLC, Tranquini GmbH, Kin Euphorics, Boisson Slow Cow, Inc., iChill Beverages, Inc., Liquid I.V., Celestial Seasonings, Yogi Products, Natural Calm, Hiyo, Ghia, Cove Water Co., Afterwork Sleep Drinks, and Chillbev.

Key Developments:

In August 2025, Dream Water launched 6-count sleep gummies in Saudi Arabia and GCC markets. The expansion targets airports, pharmacies, and e-commerce channels with wellness-focused SKUs.

In August 2025, Coca-Cola partnered with Universal and Blumhouse to launch a horror-themed Fanta campaign. This global collaboration merges beverage branding with pop culture storytelling.

In March 2025, PepsiCo acquired Poppi, a probiotic soda brand, for \$1.95B to expand its better-for-you beverage portfolio. The deal includes performance-based earnouts and tax benefits, aligning with PepsiCo's wellness strategy.

Product Types Covered:

Herbal Sleep Aids

Relaxation Drinks

Functional Beverages

Melatonin-Based Drinks

Adaptogenic Blends

Other Product Types

Types Covered:

Ready-to-Drink (RTD) Beverages

Powdered Mixes and Drink Sticks

Concentrates & Shots

Carbonated vs. Non-Carbonated Variants

Other Types

Ingredient Types Covered:

Melatonin

Botanicals & Adaptogens

Magnesium

Amino Acids

Multi-Ingredient Blends

Other Ingredient Types

Consumer Types Covered:

Adults

Seniors

Children

Distribution Channels Covered:

Supermarkets/Hypermarkets

Convenience Stores

Health & Wellness Stores/Pharmacies

Specialty Stores

Other Distribution Channels

Applications Covered:

Sleep Aid/Insomnia

Stress Relief

Anxiety

Cognitive/Focus Enhancement

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

Sleep and Relaxation Drinks Market Forecasts to 2032 – Global Analysis By Product Type (Herbal Sleep Aids, Rel...

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 AND RELAXATION DRINKS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Herbal Sleep Aids
- 5.3 Relaxation Drinks
- 5.4 Functional Beverages
- 5.5 Melatonin-Based Drinks
- 5.6 Adaptogenic Blends
- 5.7 Other Product Types

6 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY TYPE

- 6.1 Introduction
- 6.2 Ready-to-Drink (RTD) Beverages
- 6.3 Powdered Mixes and Drink Sticks
- 6.4 Concentrates & Shots
- 6.5 Carbonated vs. Non-Carbonated Variants
- 6.6 Other Types

7 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY INGREDIENT TYPE

- 7.1 Introduction
- 7.2 Melatonin
- 7.3 Botanicals & Adaptogens
 - 7.3.1 Valerian Root
 - 7.3.2 Chamomile
 - 7.3.3 Lavender
 - 7.3.4 Ashwagandha
 - 7.3.5 L-Theanine
 - 7.3.6 Hemp/CBD-Infused
- 7.4 Magnesium
- 7.5 Amino Acids
- 7.6 Multi-Ingredient Blends
- 7.7 Other Ingredient Types

8 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY CONSUMER TYPE

- 8.1 Introduction
- 8.2 Adults

8.3 Seniors

8.4 Children

9 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY DISTRIBUTION CHANNEL

9.1 Introduction

9.2 Supermarkets/Hypermarkets

9.3 Convenience Stores

9.4 Health & Wellness Stores/Pharmacies

9.5 Specialty Stores

9.6 Other Distribution Channels

10 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY APPLICATION

10.1 Introduction

10.2 Sleep Aid/Insomnia

10.3 Stress Relief

10.4 Anxiety

10.5 Cognitive/Focus Enhancement

10.6 Other Applications

11 GLOBAL SLEEP AND RELAXATION DRINKS MARKET, BY GEOGRAPHY

11.1 Introduction

11.2 North America

11.2.1 US

11.2.2 Canada

11.2.3 Mexico

11.3 Europe

11.3.1 Germany

11.3.2 UK

11.3.3 Italy

11.3.4 France

11.3.5 Spain

11.3.6 Rest of Europe

11.4 Asia Pacific

11.4.1 Japan

11.4.2 China

- 11.4.3 India
- 11.4.4 Australia
- 11.4.5 New Zealand
- 11.4.6 South Korea
- 11.4.7 Rest of Asia Pacific
- 11.5 South America
 - 11.5.1 Argentina
 - 11.5.2 Brazil
 - 11.5.3 Chile
 - 11.5.4 Rest of South America
- 11.6 Middle East & Africa
 - 11.6.1 Saudi Arabia
 - 11.6.2 UAE
 - 11.6.3 Qatar
 - 11.6.4 South Africa
 - 11.6.5 Rest of Middle East & Africa

12 KEY DEVELOPMENTS

- 12.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 12.2 Acquisitions & Mergers
- 12.3 New Product Launch
- 12.4 Expansions
- 12.5 Other Key Strategies

13 COMPANY PROFILING

- 13.1 PepsiCo
- 13.2 The Coca-Cola Company
- 13.3 New Age, Inc.
- 13.4 Dream Water
- 13.5 Som Sleep
- 13.6 NeuroBrands, LLC
- 13.7 Tranquini GmbH
- 13.8 Kin Euphorics
- 13.9 Boisson Slow Cow, Inc.
- 13.10 iChill Beverages, Inc.
- 13.11 Liquid I.V.
- 13.12 Celestial Seasonings

- 13.13 Yogi Products
- 13.14 Natural Calm
- 13.15 Hiyo
- 13.16 Ghia
- 13.17 Cove Water Co.
- 13.18 Afterwork Sleep Drinks
- 13.19 Chillbev

List Of Tables

LIST OF TABLES

Table 1 Global Sleep and Relaxation Drinks Market Outlook, By Region (2024-2032) (\$MN)

Table 2 Global Sleep and Relaxation Drinks Market Outlook, By Product Type (2024-2032) (\$MN)

Table 3 Global Sleep and Relaxation Drinks Market Outlook, By Herbal Sleep Aids (2024-2032) (\$MN)

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

Table 5 Global Sleep and Relaxation Drinks Market Outlook, By Functional Beverages (2024-2032) (\$MN)

Table 6 Global Sleep and Relaxation Drinks Market Outlook, By Melatonin-Based Drinks (2024-2032) (\$MN)

Table 7 Global Sleep and Relaxation Drinks Market Outlook, By Adaptogenic Blends (2024-2032) (\$MN)

Table 8 Global Sleep and Relaxation Drinks Market Outlook, By Other Product Types (2024-2032) (\$MN)

Table 9 Global Sleep and Relaxation Drinks Market Outlook, By Type (2024-2032) (\$MN)

Table 10 Global Sleep and Relaxation Drinks Market Outlook, By Ready-to-Drink (RTD) Beverages (2024-2032) (\$MN)

Table 11 Global Sleep and Relaxation Drinks Market Outlook, By Powdered Mixes and Drink Sticks (2024-2032) (\$MN)

Table 12 Global Sleep and Relaxation Drinks Market Outlook, By Concentrates & Shots (2024-2032) (\$MN)

Table 13 Global Sleep and Relaxation Drinks Market Outlook, By Carbonated vs. Non-Carbonated Variants (2024-2032) (\$MN)

Table 14 Global Sleep and Relaxation Drinks Market Outlook, By Other Types (2024-2032) (\$MN)

Table 15 Global Sleep and Relaxation Drinks Market Outlook, By Ingredient Type (2024-2032) (\$MN)

Table 16 Global Sleep and Relaxation Drinks Market Outlook, By Melatonin (2024-2032) (\$MN)

Table 17 Global Sleep and Relaxation Drinks Market Outlook, By Botanicals & Adaptogens (2024-2032) (\$MN)

Table 18 Global Sleep and Relaxation Drinks Market Outlook, By Valerian Root

(2024-2032) (\$MN)

Table 19 Global Sleep and Relaxation Drinks Market Outlook, By Chamomile

(2024-2032) (\$MN)

Table 20 Global Sleep and Relaxation Drinks Market Outlook, By Lavender (2024-2032)

(\$MN)

Table 21 Global Sleep and Relaxation Drinks Market Outlook, By Ashwagandha

(2024-2032) (\$MN)

Table 22 Global Sleep and Relaxation Drinks Market Outlook, By L-Theanine

(2024-2032) (\$MN)

Table 23 Global Sleep and Relaxation Drinks Market Outlook, By Hemp/CBD-Infused

(2024-2032) (\$MN)

Table 24 Global Sleep and Relaxation Drinks Market Outlook, By Magnesium

(2024-2032) (\$MN)

Table 25 Global Sleep and Relaxation Drinks Market Outlook, By Amino Acids

(2024-2032) (\$MN)

Table 26 Global Sleep and Relaxation Drinks Market Outlook, By Multi-Ingredient Blends (2024-2032) (\$MN)

Table 27 Global Sleep and Relaxation Drinks Market Outlook, By Other Ingredient Types (2024-2032) (\$MN)

Table 28 Global Sleep and Relaxation Drinks Market Outlook, By Consumer Type (2024-2032) (\$MN)

Table 29 Global Sleep and Relaxation Drinks Market Outlook, By Adults (2024-2032) (\$MN)

Table 30 Global Sleep and Relaxation Drinks Market Outlook, By Seniors (2024-2032) (\$MN)

Table 31 Global Sleep and Relaxation Drinks Market Outlook, By Children (2024-2032) (\$MN)

Table 32 Global Sleep and Relaxation Drinks Market Outlook, By Distribution Channel (2024-2032) (\$MN)

Table 33 Global Sleep and Relaxation Drinks Market Outlook, By Supermarkets/Hypermarkets (2024-2032) (\$MN)

Table 34 Global Sleep and Relaxation Drinks Market Outlook, By Convenience Stores (2024-2032) (\$MN)

Table 35 Global Sleep and Relaxation Drinks Market Outlook, By Health & Wellness Stores/Pharmacies (2024-2032) (\$MN)

Table 36 Global Sleep and Relaxation Drinks Market Outlook, By Specialty Stores (2024-2032) (\$MN)

Table 37 Global Sleep and Relaxation Drinks Market Outlook, By Other Distribution Channels (2024-2032) (\$MN)

Table 38 Global Sleep and Relaxation Drinks Market Outlook, By Application
(2024-2032) (\$MN)

Table 39 Global Sleep and Relaxation Drinks Market Outlook, By Sleep Aid/Insomnia
(2024-2032) (\$MN)

Table 40 Global Sleep and Relaxation Drinks Market Outlook, By Stress Relief
(2024-2032) (\$MN)

Table 41 Global Sleep and Relaxation Drinks Market Outlook, By Anxiety (2024-2032)
(\$MN)

Table 42 Global Sleep and Relaxation Drinks Market Outlook, By Cognitive/Focus
Enhancement (2024-2032) (\$MN)

Table 43 Global Sleep and Relaxation Drinks 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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