

Herbal Sleep Aid Supplement Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product (Melatonin, Chamomile, Valerian, Lavender, Tryptophan, and Others), By Form (Capsules, Tablets, Powder, Soft Gels, and Liquid), By Distribution Channel (Pharmacies & Drug Stores, Online, and Supermarkets), By End User (Adults, Geriatric, and Children), By Region and Competition

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Abstracts

Global herbal sleep aid supplement market is expected to show a robust growth during the forecast period. The growth can be attributed to the growing number of insomnia cases, increasing prevalence of obstructive sleep apnea, increasing demand for medication including herbal medicines due to unhealthy lifestyle, and rising geriatric population. There are numerous possible consequences to not obtaining enough or poor-quality sleep. The most noticeable issues are exhaustion and low energy, impatience, and difficulty in concentration. Sleep issues are frequently associated with symptoms of depression or anxiety. Sleep deprivation and excessive sleep are connected to a variety of chronic health issues, including heart disease and diabetes. Sleep difficulties can be a symptom of medical and neurological issues such as congestive heart failure, osteoarthritis, and Parkinson's disease.

About one-third of people suffer symptoms of insomnia, and 6-10% match the criteria for insomnia disorder. The most common sleep condition is insomnia, which involves difficulty in falling or staying asleep. Approximately 10-15% report issues with daytime functioning, and 6-10% symptoms severe enough to fulfil criteria for insomnia disorder.

An estimated 40-50 percent of people who suffer from sleeplessness have another mental illness.

Growing Number of Insomnia Disorders

The demand for herbal sleep aid supplements has been steadily increasing in recent years, as more and more people are looking for natural alternatives to help them with sleep disorders. There are a number of reasons for people who are increasingly seeking out herbal sleep supplements, including concerns about the potential side effects of prescription sleep medication, a desire for natural alternatives, and a growing awareness of the importance of sleep for overall health and wellbeing.

According to a survey by SingleCare, 30% of survey respondents have a sleep issue (SingleCare, 2021).

A sleep disorder affects 50 to 70 million adults in the United States (American Sleep Association [ASA], 2021).

Obstructive sleep apnea affects 25 million adults in the United States (ASA, 2021).

In the United States, 30% to 40% of adults report symptoms of sleeplessness at some point during the year (American Journal of Managed Care, 2020).

According to the National Sleep Foundation's 2020 Sleep in America Poll, almost one-third of U.S. adults do not receive the required seven to nine hours of sleep per night. Chronic sleep deprivation can lead to a variety of health problems, including depression, a weakened immune system, and perhaps Alzheimer's disease.

However, pharmacy aisles have an overwhelming selection of sleep remedy supplements, and unlike pharmaceutical manufacturers, supplement producers are not forced to follow FDA restrictions regarding product claims and efficacy.

According to biomolecules and therapeutics, natural sleep aids have the ability to treat mild to moderate insomnia and sleep problems. These items range from over-the-counter herbal, vitamin, and mineral supplements to elements already present in the body that may have sleep-promoting properties, such as melatonin.

Natural sleep aids offer less negative side effects than many pharmaceutical medicines commonly given for insomnia, such as barbiturates, which can lead to regular usage or

addiction. Natural sleep aids may be preferred by those with mild or recurrent insomnia because they have no negative side effects. However, it is imperative to continue researching the workings, effectiveness, and side effects of several natural sleep aids.

Increasing Demand for Medication is Due to Unhealthy Lifestyles

For the past few years there have been growing popularity of herbal sleep supplements due to natural alternatives to pharmaceutical sleep aids as most of the pharmaceutical drugs for sleep disorders are not available over the counter and requires prescription. Many people are concerned about the potential side effects of prescription sleep medication which usually comes in high dosage forms, which can include dizziness, nausea, and even addiction. In contrast, herbal sleep supplements are made from natural ingredients, and are generally considered to be safe and non-habit-forming. This can be especially appealing for people who are looking for a natural solution to their sleep problems.

In addition to concerns about side effects, many people turn to herbal sleep supplements because of their ease of use. Herbal sleep supplements are often available in convenient forms, such as capsules, tablets, and teas, making them easy to integrate into a daily routine. This can be important, especially for people who are busy or have demanding schedules, as they may not have the time or energy to prepare more complex natural remedies. Another factor driving the demand for herbal sleep supplements is the growing interest in natural health and wellness. Many people are becoming more interested in natural remedies and alternative therapies and are turning to herbal sleep supplements as part of a holistic approach to maintaining health and wellbeing. This can include everything from practicing yoga and meditation to taking supplements and eating a healthy diet.

There is a growing awareness of the importance of sleep for overall health and wellbeing. Getting enough sleep is essential for maintaining physical and mental health and can have major impact on everything from mood and energy levels to cognitive function and immune system function. As people become more aware of the importance of sleep, they are increasingly seeking out natural remedies and supplements. Moreover, the availability of wide range of herbal sleep aid supplements in online stores and applications is another factor which is driving the growth of the global herbal sleep aid supplement market. Online applications offer access to a wider range of products than brick-and-mortar stores, as they are not limited by physical constraints.

Increasing Investment in Start-up Companies

Many start-ups are focusing on niche areas like, herbal sleep supplement market, such as products that target specific sleep disorders or populations, such as children or older adults. Start-ups are increasingly emphasizing the use of natural ingredients and formulations that are free from artificial additives and preservatives.

For instance, a revolutionary mushroom-powered coffee and a soothing pre-sleep powder have been developed by Space Goods, a functional mushroom business with its headquarters in London, UK. The company has a number of other sleep aid supplement products in its pipeline.

Proper, a startup company with headquarters in New York, received \$9.5 million in funding to introduce its line of natural sleeping pills.

Another startup company, Remrise raised \$8.2 million to provide personalized, plant-based sleep aids. The latest upstart is in the competition for a better night's sleep that has already raised \$8.2 million in early capital under the direction of Founders Fund. By combining conventional herbal supplements with better sleep hygiene, the service aims to wean users off of prescription sleep aids. With the use of sleep monitors (like Fitbits or Apple Watches) and sleep clinics, the company has already started a pilot study with 90 participants and intends to expand it to a larger study involving roughly 400 participants.

Increase in Geriatric Population Across the World

Early awakening and sleep maintenance insomnia are more common complaints in elderly people than sleep onset insomnia, perhaps as a result of age-related changes in sleep architecture and circadian rhythm. Older people often get less hour of night sleep than younger people do.

Adults frequently experience sleep difficulties, which can be attributed to a variety of things, such as poor sleep hygiene, concomitant diseases, caffeine, cigarette, and alcohol usage. Subject to, who has sleep abnormalities are evaluated for sleep apnea syndrome (SAS), rapid eye movement (REM) sleep behavior disorder (RBD), restless legs syndrome (RLS), and psychiatric illnesses such as depression and anxiety.

A study that was released in PubMed reveals an epidemiological study conducted in Japan found that the prevalence of insomnia was 21.4% when it was defined as having at least one episode of trouble falling asleep (8.3%), staying asleep (15.0%), or waking

up early (8.0%). More than half of older persons' experience sleeplessness, and these patients frequently receive insufficient care. It is estimated that 58 percent of elderly individuals experience sleeplessness each year. The prevalence of excessive daytime drowsiness, measured as a self-reported experience of excessive daytime sleepiness 'always' or 'often' among five alternatives, was 2.5% in a significant epidemiological study involving 28,714 people.

Market Segmentation

The global herbal aid supplement market is segmented by product, form, distribution channel, end user, competitive landscape, and region. Based on product, the market is fragmented into melatonin, chamomile, valerian, lavender, tryptophan, and others. Based on form, the market is segmented into capsules, tablets, powder, soft gels, and liquids. Based on distribution channel, the market is segmented into pharmacies & drug stores, online, and supermarkets. Based on the end user, the market is segmented into adults, geriatric, and children.

Market Players

Nature Made (Pharmavite LLC), Zenwise Health LLC, Vicks ZzzQuil (P&G), Source Naturals, Inc., Natrol Inc., Unived, Gaia Herbs Inc., Enzymatic Therapy, Inc., Thorne Research, Inc., GNC Inc. are among the major market players operating in the Global Herbal Sleep Aid Supplement Market.

Report Scope:

In this report, global herbal sleep aid supplement market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Herbal Sleep Aid Supplement Market, By Product:

Melatonin

Chamomile

Valerian

Lavender

Tryptophan

Others

Herbal Sleep Aid Supplement Market, By Form:

Capsules

Tablet

Powder

Soft Gels

Liquids

Herbal Sleep Aid Supplement Market, By Distribution Channel:

Pharmacies & Drug Stores

Online

Supermarkets

Herbal Sleep Aid Supplement Market, By End User:

Adults

Geriatric

Children

Herbal Sleep Aid Supplement Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global herbal sleep aid supplement market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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