

# **Insomnia Pharmacological Treatment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Drug (OTC Drugs, OTC Sleep Aids, OTC Sleep Supplements, Prescription Drugs), By Treatment (Over-the-Counter Sleep Aids, Prescription Sleep Aids), By Distribution Channel (Drug Stores, E-Commerce, Hospital Pharmacies, Retail Pharmacies), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

Global Insomnia Pharmacological Treatment Market has valued at USD 3.18 billion in 2022 and is anticipated to project impressive growth in the forecast period with a CAGR of 5.33% through 2028. The global insomnia pharmacological treatment market refers to the segment of the pharmaceutical industry dedicated to the development, manufacturing, and distribution of medications and drugs aimed at alleviating the symptoms of insomnia, a common sleep disorder characterized by difficulty falling asleep, staying asleep, or experiencing non-restorative sleep.

### **Key Market Drivers**

#### **Increasing Prevalence of Insomnia**

In today's fast-paced and digitally connected world, getting a good night's sleep has become a luxury for many. Insomnia, a common sleep disorder characterized by persistent difficulties in falling asleep, staying asleep, or experiencing restorative sleep, is on the rise. This surge in insomnia cases is not only affecting the well-being of

individuals but is also a significant driver behind the growth of the global insomnia pharmacological treatment market.

Insomnia is no longer a rare or isolated condition. It has become a global epidemic. The hustle and bustle of modern life, coupled with stressors from work, relationships, and the constant use of screens, have led to a sharp increase in the number of individuals suffering from sleep disturbances. This widespread prevalence creates a substantial market for insomnia treatment solutions.

The world's population is aging, and insomnia becomes more prevalent with age. As the elderly population grows, so does the number of people seeking treatment for sleep disorders. This demographic shift drives up the demand for pharmacological solutions to manage insomnia.

Modern lifestyles often contribute to sleep problems. Irregular work hours, sedentary behavior, and the use of electronic devices emitting blue light before bedtime can disrupt natural sleep patterns. People are increasingly turning to pharmacological treatments to regain control over their sleep.

In an age marked by unprecedented levels of stress and anxiety, many individuals find it challenging to unwind and fall asleep. As mental health awareness grows, so does the recognition of the need for insomnia treatment. Pharmacological solutions are often sought after as a means to alleviate sleep-related symptoms associated with anxiety and stress.

The repercussions of untreated insomnia go beyond mere fatigue. Sleep disorders can have serious health implications, including an increased risk of chronic conditions such as heart disease and diabetes. Moreover, insomnia can hamper productivity and cognitive function. As people become more aware of these consequences, they are more inclined to seek pharmaceutical treatments.

There is a growing awareness of the importance of sleep hygiene and the detrimental effects of untreated sleep disorders. This has led to an increase in individuals seeking medical assistance for their sleep problems. The uptick in diagnoses directly drives the demand for pharmacological treatments.

### The Power of Awareness and Diagnosis

Awareness is the first step towards addressing any health issue. As information about

the symptoms and consequences of insomnia becomes more readily available through various media channels, individuals are better equipped to recognize and acknowledge their sleep-related problems. This heightened awareness prompts them to seek solutions, including pharmacological treatments.

In the past, sleep problems were often stigmatized or dismissed as mere inconveniences. However, the growing awareness surrounding mental health and the significance of quality sleep has helped destigmatize sleep disorders, including insomnia. People are now more willing to openly discuss their sleep-related challenges and seek professional help.

With the proliferation of telemedicine and online healthcare platforms, individuals can easily consult healthcare professionals about their sleep concerns. This enhanced accessibility lowers the barrier to seeking a diagnosis and subsequent treatment for insomnia, which often includes pharmacological options.

Diagnosis is the linchpin of effective treatment. When individuals receive a formal diagnosis of insomnia, they are more likely to explore treatment options. Healthcare providers, armed with a clear understanding of the patient's condition, can recommend suitable pharmacological treatments to alleviate their sleep disturbances.

Increased diagnosis of insomnia allows for a more personalized approach to treatment. Pharmacological treatments can be tailored to the specific needs and preferences of each patient, enhancing treatment efficacy and patient satisfaction.

Healthcare providers are becoming more aware of the prevalence of insomnia and its potential health consequences. They are increasingly proactive in discussing sleep-related issues with their patients during routine check-ups. This proactive approach ensures early diagnosis and appropriate treatment.

As the demand for effective treatments for diagnosed cases of insomnia grows, pharmaceutical companies are incentivized to invest in research and development. This investment leads to the development of more advanced and targeted pharmacological treatments.

### Advancements in Pharmaceuticals

The realm of sleep has long been shrouded in mystery, with the mysteries of insomnia, in particular, leaving countless individuals tossing and turning at night. However,

advancements in pharmaceuticals are shedding new light on the treatment of this pervasive sleep disorder, propelling the global insomnia pharmacological treatment market to unprecedented growth. These advancements are transforming the landscape of insomnia management, offering hope and relief to those who have long suffered from sleepless nights.

Modern pharmaceutical research has yielded a new generation of insomnia medications that are not only more effective but also safer and less likely to cause adverse side effects. These innovations make treatment more attractive to patients and healthcare providers alike.

Advancements in understanding the complex mechanisms of sleep regulation have enabled the development of more targeted therapies. Medications can now be tailored to address specific aspects of insomnia, such as difficulty falling asleep or staying asleep, providing more personalized and effective treatment options.

Earlier generations of sleep medications, particularly benzodiazepines, were notorious for their potential to induce dependence and undesirable side effects. Newer pharmacological treatments for insomnia have significantly reduced these risks, making them more appealing to a broader range of patients.

Some of the latest insomnia medications offer longer-lasting effects, helping individuals achieve sustained and restorative sleep throughout the night. This improvement in duration of action contributes to a more satisfactory sleep experience.

An essential consideration in insomnia treatment is the potential for next-day impairment, which can affect daily functioning. Advancements in pharmaceuticals have led to medications that minimize next-day drowsiness and cognitive deficits, allowing individuals to maintain their daily routines.

Many individuals with insomnia also suffer from other health conditions, such as anxiety, depression, or chronic pain. Advanced medications are designed to address both insomnia and underlying comorbidities, offering a holistic approach to treatment.

### Lifestyle and Psychological Factors

Modern lifestyles, characterized by long work hours, irregular schedules, and an 'always-on' mentality, have a profound impact on sleep patterns. These demanding lifestyles contribute to sleep disturbances, prompting individuals to seek solutions, including

pharmacological treatments.

Sedentary behavior, often associated with desk jobs and extended screen time, can disrupt circadian rhythms and hinder the body's ability to regulate sleep. As more people spend extended hours seated, insomnia rates continue to rise, creating a larger market for insomnia treatments.

The proliferation of electronic devices, such as smartphones and tablets, emitting blue light before bedtime, can interfere with the production of melatonin, a hormone that regulates sleep. This disruption leads to sleep problems, increasing the demand for pharmacological interventions.

Modern life is fraught with stressors, ranging from work-related pressures to personal anxieties. High-stress levels and anxiety disorders are known contributors to insomnia. Individuals grappling with these psychological factors often turn to pharmacological treatments to find relief and improve their sleep quality.

The habit of using electronic devices before bedtime is a lifestyle factor that can negatively impact sleep. The resultant sleep disturbances drive people to consider pharmacological options to help them overcome insomnia-related challenges.

Irregular sleep patterns, often seen in shift workers and individuals with unpredictable schedules, can wreak havoc on circadian rhythms. These irregularities lead to sleep difficulties, prompting those affected to seek pharmacological solutions.

Professionals in high-pressure industries often face intense workloads and tight deadlines. The stress and long hours associated with these professions can contribute to sleep problems. As the demand for effective sleep aids grows among this demographic, the insomnia pharmacological treatment market expands.

Growing awareness and acceptance of mental health issues, including anxiety and depression, have led to more individuals seeking treatment for these conditions. Since sleep disturbances often accompany psychological disorders, pharmacological treatments for insomnia are frequently part of the overall treatment plan.

### Key Market Challenges

### Long-term Use Concerns

One of the foremost challenges is the concern surrounding the long-term use of pharmacological treatments for insomnia. Some medications used to manage sleep disorders may carry the risk of dependence and tolerance, leading to potential misuse and withdrawal issues. This concern often prompts healthcare providers to seek alternative treatment approaches.

### Non-pharmacological Alternatives

Non-pharmacological treatments, such as cognitive-behavioral therapy for insomnia (CBT-I), have gained traction due to their effectiveness and minimal side effects. The increasing preference for non-pharmacological alternatives poses a challenge to the growth of the pharmacological treatment market.

### Public Perception and Stigma

There remains a degree of stigma associated with taking medications for sleep disorders. Some individuals may perceive the use of insomnia medications as a sign of weakness or an inability to cope with stress. Overcoming this perception and educating the public about the legitimate medical use of these treatments is a challenge.

### Key Market Trends

#### Digital Therapeutics

Digital therapeutics, often in the form of smartphone apps and wearable devices, are gaining prominence in the field of insomnia treatment. These tools offer interactive and self-guided interventions, including CBT-I programs, that can complement pharmacological treatments. The integration of these technologies is expected to improve patient engagement and outcomes.

#### Orexin Receptor Antagonists

Orexin receptor antagonists represent a novel class of insomnia medications. These drugs target the orexin system, which plays a crucial role in regulating wakefulness and sleep. As research on orexin receptor antagonists advances, they are likely to become a significant part of the pharmacological treatment landscape.

#### Melatonin Agonists

Melatonin agonists, which mimic the effects of the sleep-regulating hormone melatonin, are gaining traction as a treatment option. These medications can help regulate circadian rhythms and improve sleep quality. Ongoing research in this field is likely to yield more effective and targeted melatonin agonists.

## Segmental Insights

### Drug Insights

Based on the category of Drug, Prescription drugs are poised to dominate the Global Insomnia Pharmacological Treatment Market for several compelling reasons. Firstly, they offer a tailored and effective solution for patients suffering from insomnia, addressing the specific underlying causes and symptoms. The pharmaceutical industry continues to invest heavily in research and development to create innovative drugs with improved efficacy and fewer side effects, making them more appealing to both patients and healthcare providers. Additionally, the aging population worldwide is expected to drive an increase in insomnia cases, further boosting the demand for prescription drugs. Moreover, the stringent regulatory standards associated with prescription medications ensure product safety and quality, instilling trust among consumers and healthcare practitioners alike. With these factors in play, prescription drugs are well-positioned to maintain their dominant role in the ever-expanding Global Insomnia Pharmacological Treatment Market.

### Distribution Channel Insights

Hospital pharmacies are poised to dominate the Global Insomnia Pharmacological Treatment Market due to several key factors. Firstly, hospitals serve as hubs for a wide range of medical services, and they often have direct access to patients with acute and chronic insomnia. This positions hospital pharmacies to play a pivotal role in prescribing and dispensing insomnia medications, giving them a significant market advantage. Secondly, hospitals have the infrastructure and expertise to conduct comprehensive sleep studies and diagnose the root causes of insomnia, leading to more precise and tailored treatment plans involving pharmacological interventions. Furthermore, the ability to provide round-the-clock care ensures continuous monitoring and adjustment of medication regimens, fostering patient compliance and treatment success. Lastly, hospital pharmacies benefit from established relationships with pharmaceutical manufacturers, enabling them to negotiate favorable pricing and secure a competitive edge. In light of these factors, hospital pharmacies are well-positioned to dominate the Global Insomnia Pharmacological Treatment Market in the foreseeable future.

## Regional Insights

North America will maintain a dominant position in the insomnia pharmacological treatment market. This projection is underpinned by the increasing demand for sleep disorder therapies in the United States and Canada, driven by the rising prevalence of sleep-related ailments. A striking example of this trend can be found in data released by the Government of Canada in June 2022, which revealed that a significant portion of Canadians suffers from inadequate sleep, including a substantial number grappling with insomnia and related conditions. This prevalence of sleep disorders within the North American population is expected to be a primary driver of market growth.

Furthermore, government support in the form of funding for insomnia treatment is poised to play a pivotal role in market expansion. An illustrative case in point is the Minister of Health's announcement in June 2022, sanctioning \$2.86 million USD (CAD 3.8 million) for sleep health and insomnia research. This financial backing, facilitated by the Canadian Institutes of Health Research (CIHR) in collaboration with Esai Limited and Mitacs, underscores the commitment to addressing sleep-related issues in North America and is anticipated to contribute significantly to market growth throughout the forecasted period.

Additionally, the market is expected to receive a substantial boost from the active engagement of key industry players in initiatives such as collaborations, research and development efforts targeting new drugs, and obtaining product approvals. For instance, in January 2021, Minerva Neurosciences Inc. and Royalty Pharma PLC entered into an agreement where Royalty Pharma would acquire Minerva's royalty interest in seltorexant. Seltorexant, a selective orexin two receptor antagonist, is currently in Phase 3 development for the treatment of major depressive disorder (MDD) with concomitant insomnia symptoms. This collaborative effort exemplifies the commitment of key market players to advancing therapeutic options, thereby contributing to the market's growth prospects.

## Key Market Players

Merck & Co Inc

Ebb Therapeutics Inc/US

Pfizer Inc



Sanofi SA

Takeda Pharmaceutical Co Ltd

Paratek Pharmaceuticals Inc

Electromedical Products International Inc

Meda Pharmaceuticals Inc

Purdue Pharma LP

Pernix Therapeutics Holdings Inc

Report Scope:

In this report, the Global Insomnia Pharmacological Treatment Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Insomnia Pharmacological Treatment Market, By Drug:

OTC Drugs

OTC Sleep Aids

OTC Sleep Supplements

Prescription Drugs

Insomnia Pharmacological Treatment Market, By Treatment:

Over-the-Counter Sleep Aids

Prescription Sleep Aids

Insomnia Pharmacological Treatment Market, By Distribution Channel:

Drug Stores

E-Commerce

Hospital Pharmacies

Retail Pharmacies

Insomnia Pharmacological Treatment Market, By Region:

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Asia-Pacific

China

Japan

India

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 the Global Insomnia Pharmacological Treatment Market.

## Available Customizations:

Global Insomnia Pharmacological Treatment market report with the given market data, Tech Sci 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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