

# **Sleep Tech Devices Market Size, Trends, Analysis, and Outlook By Product (Wearables, Non-Wearables), By End-User (Hospitals, Homecare Settings, Others), by Country, Segment, and Companies, 2024-2032**

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## **Abstracts**

The global Sleep Tech Devices market size is poised to register 17.4% growth from 2024 to 2032, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Sleep Tech Devices market across By Product (Wearables, Non-Wearables), By End-User (Hospitals, Homecare Settings, Others)

The sleep tech devices market is driven by technological innovations, consumer awareness, and healthcare trends emphasizing sleep health monitoring, optimization, and personalized interventions for better sleep quality and overall well-being. With a growing emphasis on digital health solutions, wearable sensors, and smart home technologies, there's a demand for sleep tech devices offering real-time sleep tracking, data analytics, and actionable insights into sleep patterns, disturbances, and lifestyle factors impacting sleep quality. By 2030, the market is poised to witness advancements in sensor technology, sleep algorithms, and artificial intelligence-driven sleep coaching platforms, facilitating personalized sleep interventions and empowering individuals to make informed decisions for better sleep habits and health outcomes.

### **Sleep Tech Devices Market Drivers, Trends, Opportunities, and Growth Opportunities**

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Sleep Tech Devices market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Sleep Tech Devices survey report provides the market size

outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Sleep Tech Devices industry.

Key market trends defining the global Sleep Tech Devices demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

Sleep Tech Devices Market Segmentation- Industry Share, Market Size, and Outlook to 2032

The Sleep Tech Devices industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Sleep Tech Devices companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

Key strategies adopted by companies within the Sleep Tech Devices industry

Leading Sleep Tech Devices companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Sleep Tech Devices companies.

Sleep Tech Devices Market Study- Strategic Analysis Review

The Sleep Tech Devices market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

## Sleep Tech Devices Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Sleep Tech Devices industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2032 in three case scenarios- low case, reference case, and high case scenarios.

## Sleep Tech Devices Country Analysis and Revenue Outlook to 2032

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2032. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2032.

## North America Sleep Tech Devices Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong healthcare infrastructure. Leading companies focus on new product launches in the changing environment. The US healthcare expenditure is expected to grow to \$4.8 trillion in 2024 (around 3.7% growth in 2024), potentially driving demand for various Sleep Tech Devices market segments. Similarly, Strong market demand is encouraging Canadian Sleep Tech Devices companies to invest in niche segments. Further, as Mexico continues to strengthen its relations and invest in technological advancements, the Mexico Sleep Tech Devices market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

Europe Sleep Tech Devices Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Sleep Tech Devices industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Sleep Tech Devices market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

Asia Pacific Sleep Tech Devices Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Sleep Tech Devices in Asia Pacific. In particular, China, India, and South East Asian Sleep Tech Devices markets present a compelling outlook for 2032, acting as a magnet for both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Sleep Tech Devices Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Sleep Tech Devices Market Size Outlook- continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Sleep Tech Devices market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Sleep Tech Devices.

### Sleep Tech Devices Market Company Profiles

The global Sleep Tech Devices market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Casper Sleep Inc, Compumedics Ltd, Eight Sleep Inc, Huawei Technologies Co. Ltd, Koninklijke Philips N.V., Nihon Kohden Corp, Oura Health Oy, Sleep Shepherd LLC, Sleepspace Inc, Xiaomi Corp.

### Recent Sleep Tech Devices Market Developments

The global Sleep Tech Devices market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

### Sleep Tech Devices Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

### Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

By Product

Wearables

-Smart Watches and Bands

-Others

Non-Wearables

-Sleep Monitors

-Beds

-Others

By End-User

Hospitals

Homecare Settings

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Casper Sleep Inc

Compumedics Ltd

Eight Sleep Inc

Huawei Technologies Co. Ltd

Koninklijke Philips N.V.

Nihon Kohden Corp

Oura Health Oy

Sleep Shepherd LLC

Sleepace Inc

Xiaomi Corp

Formats Available: Excel, PDF, and PPT

## Contents

### 1. EXECUTIVE SUMMARY

- 1.1 Sleep Tech Devices Market Overview and Key Findings, 2024
- 1.2 Sleep Tech Devices Market Size and Growth Outlook, 2021- 2030
- 1.3 Sleep Tech Devices Market Growth Opportunities to 2030
- 1.4 Key Sleep Tech Devices Market Trends and Challenges
  - 1.4.1 Sleep Tech Devices Market Drivers and Trends
  - 1.4.2 Sleep Tech Devices Market Challenges
- 1.5 Competitive Landscape and Key Players
- 1.6 Competitive Analysis- Growth Strategies Adopted by Leading Sleep Tech Devices Companies

### 2. SLEEP TECH DEVICES MARKET SIZE OUTLOOK TO 2030

- 2.1 Sleep Tech Devices Market Size Outlook, USD Million, 2021- 2030
- 2.2 Sleep Tech Devices Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. SLEEP TECH DEVICES MARKET- STRATEGIC ANALYSIS REVIEW

- 3.1 Porter's Five Forces Analysis
  - \* Threat of New Entrants
  - \* Threat of Substitutes
  - \* Intensity of Competitive Rivalry
  - \* Bargaining Power of Buyers
  - \* Bargaining Power of Suppliers
- 3.2 Value Chain Analysis
- 3.3 SWOT Analysis

### 4. SLEEP TECH DEVICES MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Product
    - Wearables
      - Smart Watches and Bands
      - Others



Non-Wearables

-Sleep Monitors

-Beds

-Others

By End-User

Hospitals

Homecare Settings

Others

4.3 Growth Prospects and Niche Opportunities, 2023- 2030

4.4 Regional comparison of Market Growth, CAGR, 2023-2030

## **5. REGION-WISE MARKET OUTLOOK TO 2030**

5.1 Key Findings for Asia Pacific Sleep Tech Devices Market, 2025

5.2 Asia Pacific Sleep Tech Devices Market Size Outlook by Type, 2021- 2030

5.3 Asia Pacific Sleep Tech Devices Market Size Outlook by Application, 2021- 2030

5.4 Key Findings for Europe Sleep Tech Devices Market, 2025

5.5 Europe Sleep Tech Devices Market Size Outlook by Type, 2021- 2030

5.6 Europe Sleep Tech Devices Market Size Outlook by Application, 2021- 2030

5.7 Key Findings for North America Sleep Tech Devices Market, 2025

5.8 North America Sleep Tech Devices Market Size Outlook by Type, 2021- 2030

5.9 North America Sleep Tech Devices Market Size Outlook by Application, 2021- 2030

5.10 Key Findings for South America Sleep Tech Devices Market, 2025

5.11 South America Pacific Sleep Tech Devices Market Size Outlook by Type, 2021- 2030

5.12 South America Sleep Tech Devices Market Size Outlook by Application, 2021- 2030

5.13 Key Findings for Middle East and Africa Sleep Tech Devices Market, 2025

5.14 Middle East Africa Sleep Tech Devices Market Size Outlook by Type, 2021- 2030

5.15 Middle East Africa Sleep Tech Devices Market Size Outlook by Application, 2021- 2030

## **6. COUNTRY-WISE MARKET SIZE OUTLOOK TO 2030**

6.1 US Sleep Tech Devices Market Size Outlook and Revenue Growth Forecasts

6.2 US Sleep Tech Devices Industry Drivers and Opportunities

6.3 Canada Market Size Outlook and Revenue Growth Forecasts

6.4 Canada Sleep Tech Devices Industry Drivers and Opportunities

6.6 Mexico Market Size Outlook and Revenue Growth Forecasts

- 6.6 Mexico Sleep Tech Devices Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Sleep Tech Devices Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Sleep Tech Devices Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Sleep Tech Devices Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Sleep Tech Devices Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Sleep Tech Devices Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Sleep Tech Devices Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Sleep Tech Devices Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Sleep Tech Devices Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Sleep Tech Devices Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Sleep Tech Devices Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Sleep Tech Devices Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Sleep Tech Devices Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Sleep Tech Devices Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts
- 6.34 Brazil Sleep Tech Devices Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Sleep Tech Devices Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Sleep Tech Devices Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Sleep Tech Devices Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Sleep Tech Devices Industry Drivers and Opportunities

## **7. SLEEP TECH DEVICES MARKET OUTLOOK ACROSS SCENARIOS**

- 7.1 Low Growth Case
- 7.2 Reference Growth Case
- 7.3 High Growth Case

## **8. SLEEP TECH DEVICES COMPANY PROFILES**

- 8.1 Profiles of Leading Sleep Tech Devices Companies in the Market
  - 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
  - 8.3 Financial Performance and Key Metrics
- Casper Sleep Inc  
Compumedics Ltd  
Eight Sleep Inc  
Huawei Technologies Co. Ltd  
Koninklijke Philips N.V.  
Nihon Kohden Corp  
Oura Health Oy  
Sleep Shepherd LLC  
Sleepace Inc  
Xiaomi Corp.

## **9. APPENDIX**

- 9.1 Scope of the Report
- 9.2 Research Methodology and Data Sources
- 9.3 Glossary of Terms
- 9.4 Market Definitions
- 9.5 Contact Information

## I would like to order

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