

# **Sleeping Aids Market Size, Trends, Analysis, and Outlook By Product (Pillows and Mattresses, Sleep Laboratory Services, Medication, Others), By Sleep Disorders (Restless Leg Syndrome, Sleepwalking, Insomnia, Sleep Apnea, Narcolepsy, Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Sleeping Aids market size is poised to register 6.37% growth (CAGR) from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Sleeping Aids market By Product (Pillows and Mattresses, Sleep Laboratory Services, Medication, Others), By Sleep Disorders (Restless Leg Syndrome, Sleepwalking, Insomnia, Sleep Apnea, Narcolepsy, Others).

The market for sleeping aids is evolving in response to key trends aimed at addressing the growing prevalence of sleep disturbances and promoting healthy sleep habits and relaxation techniques. One significant trend is the emergence of non-pharmacological sleep aids, including sleep hygiene products, sound therapy devices, aromatherapy diffusers, and weighted blankets, designed to create a conducive sleep environment and promote relaxation and stress relief. Additionally, there is increasing interest in natural supplements and botanicals with purported sleep-enhancing properties, such as melatonin, valerian root, chamomile, and CBD oil, as alternatives to prescription sleep medications. Moreover, advancements in wearable sleep tracking technology and sleep coaching apps are empowering individuals to monitor their sleep patterns, identify potential sleep disruptors, and implement personalized strategies for improving sleep quality and duration, thereby reducing reliance on traditional sleep aids and fostering long-term sleep wellness..

## Sleeping Aids 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 Sleeping Aids market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Sleeping Aids 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 Sleeping Aids industry.

## Key market trends defining the global Sleeping Aids 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.

## Sleeping Aids Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Sleeping Aids 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 Sleeping Aids companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

## Key strategies adopted by companies within the Sleeping Aids industry

Leading Sleeping Aids 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 Sleeping Aids companies.

## Sleeping Aids Market Study- Strategic Analysis Review

The Sleeping Aids 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.

## Sleeping Aids Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Sleeping Aids 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 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Sleeping Aids Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. 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 2030.

## North America Sleeping Aids 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 end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Sleeping Aids market segments. Similarly,

Strong end-user demand is encouraging Canadian Sleeping Aids companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Sleeping Aids market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

**Europe Sleeping Aids Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities**

The German industry remains the major market for companies in the European Sleeping Aids 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 businesses in identifying and leveraging new growth prospects positions the European Sleeping Aids 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 Sleeping Aids 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 Sleeping Aids in Asia Pacific. In particular, China, India, and South East Asian Sleeping Aids markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers 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 markets in the region.

**Latin America Sleeping Aids 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 Sleeping Aids 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 Sleeping Aids market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Sleeping Aids.

Sleeping Aids Market Company Profiles

The global Sleeping Aids 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 AstraZeneca Plc, Cadwell Industries Inc, Compumedics Ltd, Drive DeVilbiss International, GlaxoSmithKline plc, Koninklijke Philips N.V., Merck & Co. Inc, Natus Medical Inc., Pfizer Inc, Sanofi SA.

Recent Sleeping Aids Market Developments

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

Sleeping Aids Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (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 Type

Stationary 3D and 4D Ultrasound Devices

Portable 3D and 4D Ultrasound Devices

By Display

Color Ultrasound

B/W Ultrasound

By Portability

Trolley or Cart-Based Ultrasound Systems

Compact/Handheld Ultrasound Systems

Point-of-Pare (PoC) Ultrasound Systems

By Application

Radiology or General Imaging

Obstetrics or Gynecology

Cardiology

Urology

Vascular

Orthopedic and Musculoskeletal

Pain Management

Others

By End-User

Hospitals

Surgical Centers and Diagnostic Centers

Maternity Centers

Ambulatory Care Centers

Research and Academia

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

## Middle East Africa (5 markets)

### Companies

AstraZeneca Plc

Cadwell Industries Inc

Compumedics Ltd

Drive DeVilbiss International

GlaxoSmithKline plc

Koninklijke Philips N.V.

Merck & Co. Inc

Natus Medical Inc.

Pfizer Inc

Sanofi SA

Formats Available: Excel, PDF, and PPT



## Contents

### 1. EXECUTIVE SUMMARY

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

### 2. SLEEPING AIDS MARKET SIZE OUTLOOK TO 2030

- 2.1 Sleeping Aids Market Size Outlook, USD Million, 2021- 2030
- 2.2 Sleeping Aids Incremental Market Growth Outlook, %, 2021- 2030
- 2.3 Segment Snapshot, 2024

### 3. SLEEPING AIDS 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. SLEEPING AIDS MARKET SEGMENTATION ANALYSIS AND OUTLOOK

- 4.1 Market Segmentation and Scope
- 4.2 Market Breakdown by Type, Application, and Other Segments, 2021-2030
  - By Type
    - Stationary 3D and 4D Ultrasound Devices
    - Portable 3D and 4D Ultrasound Devices
  - By Display

Color Ultrasound  
B/W Ultrasound  
By Portability  
Trolley or Cart-Based Ultrasound Systems  
Compact/Handheld Ultrasound Systems  
Point-of-Pare (PoC) Ultrasound Systems  
By Application  
Radiology or General Imaging  
Obstetrics or Gynecology  
Cardiology  
Urology  
Vascular  
Orthopedic and Musculoskeletal  
Pain Management  
Others  
By End-User  
Hospitals  
Surgical Centers and Diagnostic Centers  
Maternity Centers  
Ambulatory Care Centers  
Research and Academia  
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 Sleeping Aids Market, 2025  
5.2 Asia Pacific Sleeping Aids Market Size Outlook by Type, 2021- 2030  
5.3 Asia Pacific Sleeping Aids Market Size Outlook by Application, 2021- 2030  
5.4 Key Findings for Europe Sleeping Aids Market, 2025  
5.5 Europe Sleeping Aids Market Size Outlook by Type, 2021- 2030  
5.6 Europe Sleeping Aids Market Size Outlook by Application, 2021- 2030  
5.7 Key Findings for North America Sleeping Aids Market, 2025  
5.8 North America Sleeping Aids Market Size Outlook by Type, 2021- 2030  
5.9 North America Sleeping Aids Market Size Outlook by Application, 2021- 2030  
5.10 Key Findings for South America Sleeping Aids Market, 2025  
5.11 South America Pacific Sleeping Aids Market Size Outlook by Type, 2021- 2030  
5.12 South America Sleeping Aids Market Size Outlook by Application, 2021- 2030

- 5.13 Key Findings for Middle East and Africa Sleeping Aids Market, 2025
- 5.14 Middle East Africa Sleeping Aids Market Size Outlook by Type, 2021- 2030
- 5.15 Middle East Africa Sleeping Aids Market Size Outlook by Application, 2021- 2030

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

- 6.1 US Sleeping Aids Market Size Outlook and Revenue Growth Forecasts
- 6.2 US Sleeping Aids Industry Drivers and Opportunities
- 6.3 Canada Market Size Outlook and Revenue Growth Forecasts
- 6.4 Canada Sleeping Aids Industry Drivers and Opportunities
- 6.6 Mexico Market Size Outlook and Revenue Growth Forecasts
- 6.6 Mexico Sleeping Aids Industry Drivers and Opportunities
- 6.7 Germany Market Size Outlook and Revenue Growth Forecasts
- 6.8 Germany Sleeping Aids Industry Drivers and Opportunities
- 6.9 France Market Size Outlook and Revenue Growth Forecasts
- 6.10 France Sleeping Aids Industry Drivers and Opportunities
- 6.11 UK Market Size Outlook and Revenue Growth Forecasts
- 6.12 UK Sleeping Aids Industry Drivers and Opportunities
- 6.13 Spain Market Size Outlook and Revenue Growth Forecasts
- 6.14 Spain Sleeping Aids Industry Drivers and Opportunities
- 6.16 Italy Market Size Outlook and Revenue Growth Forecasts
- 6.16 Italy Sleeping Aids Industry Drivers and Opportunities
- 6.17 Rest of Europe Market Size Outlook and Revenue Growth Forecasts
- 6.18 Rest of Europe Sleeping Aids Industry Drivers and Opportunities
- 6.19 China Market Size Outlook and Revenue Growth Forecasts
- 6.20 China Sleeping Aids Industry Drivers and Opportunities
- 6.21 India Market Size Outlook and Revenue Growth Forecasts
- 6.22 India Sleeping Aids Industry Drivers and Opportunities
- 6.23 Japan Market Size Outlook and Revenue Growth Forecasts
- 6.24 Japan Sleeping Aids Industry Drivers and Opportunities
- 6.26 South Korea Market Size Outlook and Revenue Growth Forecasts
- 6.26 South Korea Sleeping Aids Industry Drivers and Opportunities
- 6.27 Australia Market Size Outlook and Revenue Growth Forecasts
- 6.28 Australia Sleeping Aids Industry Drivers and Opportunities
- 6.29 South East Asia Market Size Outlook and Revenue Growth Forecasts
- 6.30 South East Asia Sleeping Aids Industry Drivers and Opportunities
- 6.31 Rest of Asia Pacific Market Size Outlook and Revenue Growth Forecasts
- 6.32 Rest of Asia Pacific Sleeping Aids Industry Drivers and Opportunities
- 6.33 Brazil Market Size Outlook and Revenue Growth Forecasts

- 6.34 Brazil Sleeping Aids Industry Drivers and Opportunities
- 6.36 Argentina Market Size Outlook and Revenue Growth Forecasts
- 6.36 Argentina Sleeping Aids Industry Drivers and Opportunities
- 6.37 Rest of South America Market Size Outlook and Revenue Growth Forecasts
- 6.38 Rest of South America Sleeping Aids Industry Drivers and Opportunities
- 6.39 Middle East Market Size Outlook and Revenue Growth Forecasts
- 6.40 Middle East Sleeping Aids Industry Drivers and Opportunities
- 6.41 Africa Market Size Outlook and Revenue Growth Forecasts
- 6.42 Africa Sleeping Aids Industry Drivers and Opportunities

## **7. SLEEPING AIDS MARKET OUTLOOK ACROSS SCENARIOS**

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

## **8. SLEEPING AIDS COMPANY PROFILES**

- 8.1 Profiles of Leading Sleeping Aids Companies in the Market
- 8.2 Business Descriptions, SWOT Analysis, and Growth Strategies
- 8.3 Financial Performance and Key Metrics

AstraZeneca Plc

Cadwell Industries Inc

Compumedics Ltd

Drive DeVilbiss International

GlaxoSmithKline plc

Koninklijke Philips N.V.

Merck & Co. Inc

Natus Medical Inc.

Pfizer Inc

Sanofi SA

## **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

Product name: Sleeping Aids Market Size, Trends, Analysis, and Outlook By Product (Pillows and Mattresses, Sleep Laboratory Services, Medication, Others), By Sleep Disorders (Restless Leg Syndrome, Sleepwalking, Insomnia, Sleep Apnea, Narcolepsy, Others), by Region, Country, Segment, and Companies, 2024-2030

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