



# Sleep Aids in Hong Kong, China

September 2024

Table of Contents

## Sleep Aids in Hong Kong, China - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Timed released of melatonin helps support growth of sleep aids  
Demand for sleep aids increases as delivery formats diversify  
Herbal/traditional options pose competition to melatonin-based offerings

#### PROSPECTS AND OPPORTUNITIES

Abundant growth opportunities for sleep aids in Hong Kong  
Lack of research on melatonin may see consumers seek alternative remedies  
Sleep programmes and therapy set to aid severe symptoms

#### CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2019-2024  
Table 2 - Sales of Sleep Aids: % Value Growth 2019-2024  
Table 3 - NBO Company Shares of Sleep Aids: % Value 2020-2024  
Table 4 - LBN Brand Shares of Sleep Aids: % Value 2021-2024  
Table 5 - Forecast Sales of Sleep Aids: Value 2024-2029  
Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

## Consumer Health in Hong Kong, China - Industry Overview

### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture  
2024 key trends  
Competitive landscape  
Retailing developments  
What next for consumer health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024  
Table 8 - Life Expectancy at Birth 2019-2024

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024  
Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024  
Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2024-2029  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches

### DISCLAIMER

### DEFINITIONS

## SOURCES

### Summary 1 - Research Sources

#### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sleep-aids-in-hong-kong-china/report](http://www.euromonitor.com/sleep-aids-in-hong-kong-china/report).