



# Sleep Aids in the US

September 2024

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## Sleep Aids in the US - Category analysis

### KEY DATA FINDINGS

#### 2024 DEVELOPMENTS

Value growth in sleep aids continues to fall as traditional products lose their edge  
Natural sleep support ingredients see benefits from digital trends, such as the “sleepy girl mocktail”  
DTC and legacy brands look to innovate through sleep supplementation in new product launches

#### PROSPECTS AND OPPORTUNITIES

How legacy players will look to innovate in a category under threat  
Retail e-commerce expected to continue to play a major role in the future of sleep aids and sleep adjacent categories  
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### DISCLAIMER

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