



Sleep Aids in Singapore

October 2023

Table of Contents

Sleep Aids in Singapore - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Subject of immunity sparks consumers' interest in sleep sufficiency
Melatonin and vitamin B6 remain the most popular ingredients for sleep aids
Preference for herbal/traditional formulations increases in sleep aids

PROSPECTS AND OPPORTUNITIES

Rise in cases of sleep apnoea may limit demand for sleep aids
Consumers may find better sleep with multipurpose vitamins and dietary supplements
Growing interest in mental health may resolve sleep problems holistically

CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2018-2023
Table 2 - Sales of Sleep Aids: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Sleep Aids: % Value 2019-2023
Table 4 - LBN Brand Shares of Sleep Aids: % Value 2020-2023
Table 5 - Forecast Sales of Sleep Aids: Value 2023-2028
Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2023-2028

Consumer Health in Singapore - Industry Overview

EXECUTIVE SUMMARY

Consumer health in 2023: The big picture
2023 key trends
Competitive landscape
Retailing developments
What next for consumer health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2018-2023
Table 8 - Life Expectancy at Birth 2018-2023

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2018-2023
Table 10 - Sales of Consumer Health by Category: % Value Growth 2018-2023
Table 11 - NBO Company Shares of Consumer Health: % Value 2019-2023
Table 12 - LBN Brand Shares of Consumer Health: % Value 2020-2023
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2018-2023
Table 14 - Distribution of Consumer Health by Format: % Value 2018-2023
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2023
Table 16 - Forecast Sales of Consumer Health by Category: Value 2023-2028
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2023-2028

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

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