

OTC Sleep Aids - US - March 2017

Report Price: £3215.29 | \$3995.00 | €3762.21

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"The majority of adults struggle with sleep. The inability to get a good night's sleep paired with the spotlight placed on the importance of sleep have helped strengthen OTC sleep aid market growth and should continue to boost sales as consumers face many sources of sleeplessness."

- Marissa Gilbert, Senior Health & Wellness Analyst

This report looks at the following areas:

- Sleep issues are prevalent, particularly among young adults
- OTC sleep aids, PM analgesics, and cold/allergy remedies viewed similarly
- Some regular sleep aid users are unsatisfied
- Dependency and drowsiness concerns stand in the way of use
- If there's no sleep issues, there's no need for a sleep aid

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Sleep issues are prevalent, particularly among young adults

Figure 1: Sleep self-assessment, by generation, December 2016

OTC sleep aids, PM analgesics, and cold/allergy remedies viewed similarly

Figure 2: Correspondence analysis – Product perceptions, December 2016

Some regular sleep aid users are unsatisfied

Figure 3: Similarity of brands and satisfaction with current sleep aid, December 2016

Dependency and drowsiness concerns stand in the way of use

Figure 4: Concerns linked to not using/using more often, December 2016

Natural sleep remedies disrupt traditional OTC sleep aid use

Figure 5: Prefer natural sleep aid remedies, by generation groups, December 2016

If there's no sleep issues, there's no need for a sleep aid

Figure 6: No use/interest in any sleep aid net by reasons for not using/using more often, December 2016

The opportunities

Untapped market of adults interested in sleep aids

Figure 7: Any sleep aid (net) usage and interest by sleep self-assessment, December 2016

Help people get their beauty sleep

Natural sleep aids appeal to key segments: iGens and Millennials

Figure 8: Traditional, herbal and supplement sleep aid usage and interest, by generations, December 2016

What it means

The Market – What You Need to Know

OTC sleep aid market growth will persist as many struggle with sleep

Natural channel sales growth falls behind MULO

Pain interferes with sleep; consumers turn to PM analgesics

Technology and bedding specialists help consumers count sheep

Most adults struggle with sleep; focus on younger adults

Constant connectivity impacts sleep

Market Size and Forecast

Persistent sleep issues boost the OTC sleep aid market

Figure 9: Total US sales and fan chart forecast of OTC sleep aids market, at current prices, 2011-21

Figure 10: Total US sales and forecast of OTC sleep aids market, at current prices, 2011-21

Market Breakdown

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Growth slowing in natural channels; more availability in mainstream

Figure 11: Natural supermarket sales of homeopathic sleep aids, at current prices, rolling 52 weeks 11/30/14-11/27/16

Market Perspective

Pain interferes with sleep; consumers turn to PM analgesics

Figure 12: Sleep aid usage and interest, December 2016

Technology helps lull consumers to sleep

Figure 13: Technology sleep aid usage (net) and interest (net), by gender and age, December 2016

Consumers may focus on their mattress for a better night's sleep

Market Factors

The number of adults getting sufficient sleep is declining

Figure 14: Adults (18+) getting sufficient* sleep per night, 2008-15

Focus on the younger generations

Figure 15: Population by generation, 2011-21

Figure 16: Traditional, herbal and supplement sleep aid usage and interest, by generations, December 2016

The need to be connected increasingly impacts sleep

Figure 17: Internet impact on sleep – Any agree, 2012-16

Key Players – What You Need to Know

Traditional OTC sleep aids lead; melatonin brands gaining market share

Melatonin and tablet formats appealing to adults

Smaller OTC sleep aids lose sales; decision overload for consumers

What do beauty, technology, and lifestyles have in common? The future of sleep aids

Manufacturer Sales of OTC Sleep Aids

ZZZQuil remains on top; challengers are melatonin supplements

Figure 18: Manufacturer sales of OTC sleep aids, 2015-16

What's Working?

Melatonin is a go-to sleep aid

Figure 19: Supplement to aid sleep usage and interest, by generation groups and parental status, December 2016

Tablet formats account for the majority of product sales

Figure 20: MULO sales of OTC sleep aids, by format, rolling 52 weeks 2015 and 2016

What's Struggling?

Smaller brands experience declines while big brands reap growth

Figure 21: Manufacturer sales of select OTC sleep aid tablets, 2015-16

Option overload could overwhelm the consumer

Figure 22: Sleep aid usage (net) and interest (net), December 2016

What's Next?

Getting some beauty sleep: sleep aids with added vitamins

Tech tracks sleep health; opportunity to integrate into a connected home

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Is sleep the new lifestyle trend?

The Consumer – What You Need to Know

The sleep struggle is real

Health and interferences impact general sleep attitudes

A wide range of products are relied on for sleep

OTC medications with sleep aid benefits perceived similarly

Regular users of traditional OTC sleep aids not overly loyal

Dependency and drowsiness concerns stand in the way of use

Consumers expect sleep aids to be shelved alongside other OTCs

Sleep Self-assessment

Almost two thirds of adults struggle with sleep

Figure 23: Sleep self-assessment, December 2016

Younger generations have more sleep issues

Figure 24: Sleep self-assessment, by generations, December 2016

Parenthood disturbs sleep, particularly for moms

Figure 25: Sleep self-assessment, by parental status and age of children, December 2016

Sleep Attitudes and Behaviors

Those who fall asleep without difficulty believe in health benefits

Figure 26: Sleep self-assessment, by sleep importance for health, priority, and nighttime routine, December 2016

The importance of sleep rings truest for older Generations

Figure 27: Importance of sleep and sleep priority, by generations, December 2016

Interferences impact quality of sleep; those struggling look to sleep aids

Figure 28: Sleep self-assessment, by sleep interferences and sleep aid needs, December 2016

Younger adults have sleep hurdles, most interested in a solution

Figure 29: Not well-rested, irregular schedule, try anything to improve sleep and need a sleep aid, by age and parental status, December 2016

Sleep Aid Usage and Interest

A wide range of sleep aids are relied on to fall asleep

Figure 30: Internal sleep aid usage and interest, December 2016

Figure 31: Technology sleep aid usage and interest, December 2016

25-34-year-olds have used sleep aids; 18-24-year-olds express interest

Figure 32: Traditional OTC sleep aid, herbal, homeopathic, supplement or beverage usage (net) and interest, by age, December 2016

There is an untapped market of adults interested in sleep aids

Figure 33: Sleep self-assessment, by any sleep aid (net) usage and interest, December 2016

Traditional OTC sleep aid users rely more on sleep aids; less likely to connect the health benefits

Figure 34: Traditional OTC sleep aid medication use, by select sleep attitudes and behaviors, December 2016

Sleep Aid Perceptions

OTC medications viewed similarly

Figure 35: Correspondence Analysis – Product perceptions, December 2016

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Correspondence analysis methodology

Figure 36: Product perceptions, December 2016

Younger adults link OTC sleep aids with getting and staying asleep

Figure 37: Traditional OTC sleep aid medication product perceptions, by age, December 2016

Dads perceive OTC sleep aids safer and good for relaxing

Figure 38: traditional OTC sleep aid medication product perceptions, by parental status of children under 18 in the household, December 2016

OTC sleep aid users express somewhat more positive opinions; room for improvement exists

Figure 39: Traditional OTC sleep aid usage and interest, by traditional OTC sleep aid perceptions, December 2016

Traditional OTC Sleep Aid Usage Behaviors

Regular OTC sleep aid users willing to explore to find what works

Figure 40: Usage behaviors, December 2016

Store brand appeal reflects sales

Room for improvement

Barriers to Traditional OTC Sleep Aid Usage

Concerns tied to dependency and drowsiness stand in the way of use

Figure 41: Reasons for not using/using more often, December 2016

Natural sleep remedies hinder traditional OTC use

Figure 42: Prefer natural sleep aid remedies, by generation groups, December 2016

If there are no sleep issues, there's no need for a sleep aid

Figure 43: No use/interest in any sleep aid (net) by reasons for not using/using more often, December 2016

Figure 44: Don't need to use anything to fall asleep, by generations, December 2016

Store Location

Consumers expect sleep aids to be shelved alongside other OTC products

Figure 45: Store location, December 2016

Figure 46: Store location, by age and parental status, December 2016

Standalone display could reach new users

Figure 47: Traditional OTC sleep aid usage and interest, by store location, December 2016

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 48: Total US sales and forecast of OTC sleep aids market, at inflation-adjusted prices, 2011-21

Figure 49: MULO sales of select OTC nighttime pain relievers, by leading companies and brands, rolling 52 weeks 2015 and 2016

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Figure 50: Any internet use at home, 2012-16

Figure 51: The impact of the internet on sleep, any agree, by age, July 2015-August 2016

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