

U.S. Sleep Supplements Market - Focused Insights 2024-2029

Market Report | 2024-06-05 | 78 pages | Arizton Advisory & Intelligence

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Report description:

The U.S. sleep supplements market is expected to grow at a CAGR of 5.97% from 2023-2029.

MARKET DRIVERS

Rising Online Sales of Sleep Supplements: The rising trend of online shopping is becoming a new normal for customers. Various factors are contributing to the growth of the sleep supplements market through online platforms. Online shopping offers unparalleled convenience, allowing consumers to browse and purchase sleep supplements from the comfort of their homes. This convenience factor is especially appealing to individuals with busy lifestyles or those who may not have access to physical stores. Additionally, online retailers typically offer a broader selection of sleep supplements compared to brick-and-mortar stores. Consumers can access various products from various brands, formulations, and price points, enabling them to find the supplements that best suit their needs and preferences. The COVID-19 pandemic has further accelerated the shift towards online shopping for various products, including sleep supplements. With restrictions on in-person shopping and an increased focus on health and wellness, more people are turning to online platforms for their supplement needs.

Rising Demand for Plant-based Sleep Supplements: A growing number of consumers seek natural remedies and organic ingredients, perceiving them as safer and more natural on their bodies compared to synthetic alternatives. This trend extends to sleep aids, creating a preference for plant-based options over synthetically derived ones. Consumers may prefer plant-derived ingredients as they have fewer side effects and a lower risk of adverse reactions. The increasing number of individuals adopting vegan or vegetarian lifestyles fuels the demand for plant-based sleep supplements. These consumers may prefer combining their lifestyle choices with plant-based supplements to improve their sleep. These plant-based ingredients have a long history of traditional use in herbal medicine for promoting relaxation and improving sleep quality. As more consumers try and benefit from plant-based sleep supplements, positive word of mouth and online reviews spread, further driving their popularity.

U.S. SLEEP SUPPLEMENTS MARKET INSIGHTS

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- The tablet segment dominates, with over 34% of the U.S. sleep supplements market share. Tablets are easy to handle, store, and consume, making them a convenient option for individuals looking to improve their sleep without the hassle of measuring or mixing powders or liquids, thus helping segmental growth.
- The female segment is showing significant growth, with the fastest-growing CAGR of 6.22% in the U.S. sleep supplements market. Research shows that females generally experience better sleep quality compared to males. However, throughout various life stages such as puberty, menstruation, pregnancy, and menopause, females experience significant hormonal fluctuations that can disrupt their sleep patterns, thus growing the market.
- The segment with an age group of less than 34 showcased the highest growth in the U.S. sleep supplements market during the forecast period. This growth is due to the high levels of stress and anxiety faced by young adults. Various factors, such as academic pressure, career demands, financial worries, and social expectations, cause stress and anxiety, leading to difficulty falling asleep.
- Big boxes/superstores and supermarkets hold the largest U.S. sleep supplements market share in 2023. The segment's growth is primarily due to big boxes/superstores and supermarkets playing a significant role in the sleep supplements market in the U.S. due to their wide reach, convenient locations, and diverse product offerings. These retail channels cater to a broad demographic of consumers and provide easy access to sleep supplements and other health and wellness products.

VENDOR LANDSCAPE

The U.S. sleep supplements market report contains exclusive data on 43 vendors. The U.S. sleep supplements market is highly competitive with many players. In this market, smaller and niche players are growing significantly. Niche players often specialize in specific types of products. Companies in this market continuously innovate to develop better and new products, such as new product varieties, new flavors, and new ingredients. As competition among companies rises, the market has become price competitive, resulting in lower consumer prices. Consequently, companies face profit margin pressure.

REPORT HIGHLIGHTS

SEGMENTATION & FORECAST

- Formulation Market Insights (2023-2029)
 - Tablets
 - Capsules
 - Gummies
 - Other
- Gender Market Insights (2023-2029)
 - Males
 - Females
- Age Market Insights (2023-2029)
 - Between 35 & 65 Years
 - Less Than 34 Years
 - Above 65 Years
- Distribution Channel Market Insights (2023-2029)
 - Bigbox/Superstores and Supermarkets
 - Pharmacies
 - Web-based Retailers
 - Direct-To-Consumer
 - Others

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VENDORS LIST

Key Vendors

- [] Natrol, LLC.
- [] Nature Made
- [] Nestle
- [] NOW Foods
- [] Procter & Gamble
- [] Sanofi
- [] Unilever
- [] Unisom

Other Prominent Vendors

- [] Amazing Nutrition (Good Brands LLC)
- [] GORILLA MIND, LLC.
- [] Ion Nutritional Labs
- [] Life Extension
- [] Qunol
- [] Reckitt Benckiser Group plc.
- [] Rexall Sundown, Inc.
- [] Ritual
- [] Saga
- [] Sandland
- [] American Standard Supplements
- [] Banyan Botanicals
- [] Designs for Health
- [] Eaternal
- [] ELMNT Health
- [] EVLUTION NUTRITION
- [] Harmony Company
- [] Healthycell
- [] Herbs, Etc
- [] Hollis Nutrition
- [] Just Potent LLC
- [] Lief Organics
- [] Matsun Nutrition
- [] Medchoice
- [] MidNite
- [] Nature's Way
- [] NutriSport Pharmacal, Inc.
- [] Optimum Nutrition, Inc. (Glanbia plc)
- [] Otsuka Pharmaceutical Co., Ltd.
- [] Relaxium
- [] Renew Life Formulas, LLC
- [] Sugarbear Pro

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- That Good Supplement Co.
- Top Shelf Grind
- UniWell Laboratories

KEY QUESTIONS ANSWERED:

- 1.□How big is the U.S. sleep supplements market?
- 2.□What is the growth rate of the U.S. sleep supplements market?
- 3.□What are the drivers in the U.S. sleep supplements market?
- 4.□Who are the major players in the U.S. sleep supplements market?

Table of Contents:

CHAPTER - 1: US Sleep Supplements Market Overview

- Executive Summary
- Key Findings
- Key Developments

CHAPTER - 2: US Sleep Supplements Market Segmentation Data

- Formulation Market Insights (2023-2029)
 - Tablets
 - Capsules
 - Gummies
 - Other
- Gender Market Insights (2023-2029)
 - Males
 - Females
- Age Market Insights (2023-2029)
 - Between 35 & 65 Years
 - Less Than 34 Years
 - Above 65 Years
- Distribution Channel Market Insights (2023-2029)
 - Bigbox/Superstores and Supermarkets
 - Pharmacies
 - Web-based Retailers
 - Direct-To-Consumer
 - Others

CHAPTER - 3: US Sleep Supplements Market Prospects & Opportunities

- US Sleep Supplements Market Drivers
- US Sleep Supplements Market Trends
- US Sleep Supplements Market Constraints

CHAPTER - 4: US Sleep Supplements Market Overview

- US Sleep Supplements Market- Competitive Landscape
- US Sleep Supplements Market - Key Players
- US Sleep Supplements Market - Key Company Profiles

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CHAPTER - 5: Appendix

-□Research Methodology

-□Abbreviations

-□Arizton

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