

OTC Sleep Aids - US - February 2015

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“Building market share may require more granular outreach to consumers and targeted marketing to address the different needs, interests and concerns of young, active, tech-savvy 18-35-year-olds; busy parents and aging baby boomers.”

– Molly Maier, Category Manager, Health & Wellness, Household, Beauty & Personal Care

This report looks at the following areas:

- How can suppliers maximize appeal to those aged 18-34?
- How can suppliers increase the usage of OTC sleep aids among women?
- How can suppliers encourage retirees to maintain OTC sleep aid usage?
- How to limit concerns about sleep aids, address interest in alternatives?

Six in 10 people struggle to fall asleep or stay asleep, yet less than one third use OTC sleep aids. This reflects the large potential for growth in the market. The importance of sleep to one's overall health and wellbeing is increasingly emphasized, which has helped to grow market sales.

This report will explore consumer struggles with sleep, and how new product launches in the OTC sleep category have impacted the market. It will also examine consumer perception of nighttime pain relievers and traditional sleep aids, and consumer preferences for one over the other. Finally, the report will discuss the role that technology, especially wearable fitness trackers and mobile apps, plays in the market.

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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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The issues

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- Herbal teas and sleep-inducing foods promoted as sleep aids
- Other OTC medications and supplements, including melatonin
- Yoga and meditation offer natural ways to calm mind, promote rest
- Aromatherapy, candles, and sprays can help create a sleep-friendly environment
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Consumer Healthcare Products Association (CHPA)

US Consumer Product Safety Commission (CPSC)

Drug, Chemical & Associated Technologies Association (DCAT)

National Sleep Foundation (NSF)

Sleep Research Society (SRS)

World Self-Medication Industry (WSMI)

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