“Despite a growing culture of sleep issues in the UK, a reluctance to reach for OTC sleep aids remains; growth of the category has been compounded by developments in the tech arena as well as a preference for making lifestyle adjustments over seeking remedies.”

– Hera Crossan, Personal Care Analyst

This report looks at the following areas:

- Challenging the view of sleep as an 'expendable commodity'
- Boosting usage of OTC sleep aids

Valued at £50 million in 2016, the OTC sleep aids category is expected to see limited growth in 2017 (£51 million) as it comes under increasing pressure from advances in and availability of sleep tracking devices and consumer preference for making lifestyle changes over reaching for remedies.

However, a significant proportion of UK adults are not achieving the recommended number of sleep hours each day, with a laissez-faire attitude towards getting enough shut-eye potentially storing up both physical and mental health issues in future. Campaigns to promote sleep above that of an expendable commodity are crucial, alongside expert advice on how best to achieve this, potentially boosting interest and take-up of OTC sleep aids.
Table of Contents

Overview

- What you need to know
- Products covered in this Report

Executive Summary

- The market
  - Market value of OTC sleep aids plateaus
    - Figure 1: Best- and worst-case forecast of UK value sales of OTC sleep aids, 2012-22
- Companies and brands
  - Nytol dominates sales of OTC sleep aids
    - Figure 2: Retail value sales of OTC sleep aids, by brand, year ending August 2017
- The consumer
  - Number of hours slept points to sleep deprivation issues
    - Figure 3: Average amount of hours slept each day, August 2017
  - 50% struggle to sleep
    - Figure 4: Sleep quality self-assessment, by gender, August 2017
  - 'Winding down’ pre-sleep activities seen as positive
    - Figure 5: Impacts of pre-sleep routines, August 2017
  - Sleep aid usage and interest is low
    - Figure 6: Usage and interest in sleep aids, August 2017
  - Low frequency of use amongst users
    - Figure 7: Frequency of sleep aid use, August 2017
  - Almost half ‘would try anything’
    - Figure 8: Behaviours around sleep, August 2017
  - Lack of opinion on sleep aids
    - Figure 9: Attitudes towards sleep, August 2017

What we think

Issues and Insights

- Challenging the view of sleep as an ‘expendable commodity’
- The facts
- The implications
- Boosting usage of OTC sleep aids
- The facts
- The implications

The Market – What You Need to Know

- Market value of OTC sleep aids plateaus
- Decline in 25-34s presents challenges
Employment levels rise...
...as does stress
Declining birth rate means reduction in sleep-deprived parents

Market Size and Forecast

Market value of OTC sleep aids plateaus
Figure 10: UK retail value sales of OTC sleep aids, at current and constant prices, 2012-22
Slow growth to 2022
Figure 11: Best- and worst-case forecast of UK value sales of OTC sleep aids, 2012-22
Forecast methodology

Market Drivers

Decline in 25-34s present challenges
Figure 12: Trends in the age structure of the UK population, 2012-22
Employment levels rise...
Figure 13: Employment and unemployment, by gender, 2011-21
...as does stress
Figure 14: Factors causing stress for women and men, October/November 2016
Financial confidence falls since Brexit vote
Figure 15: Changes in household finances, January 2015 - May 2017
Declining birth rate means reduction in sleep-deprived parents
Figure 16: Number of mothers and fathers with dependent children in the household, UK, 2006-15
Three in ten coffee drinkers cut down to aid sleep
Figure 17: Frequency of drinking coffee, by type, June 2017
Monitoring sleep through wearable tech
Figure 18: Interest in wearable technology with health and wellness monitoring (eg heart rate throughout the day, sleep monitoring), by age group, September 2016
Prescription sleeping pills takes bite out of OTC sleep aids market

Sleep in the media

Companies and Brands – What You Need to Know

Nytol dominates OTC sleep aids in terms of value...
...thanks to high levels of NPD and advertising expenditure
OTC sleep aid launches limited in small category
Innovations in digital sleep tracking
Recorded adspend in decline

Market Share

Nytol dominates sales of OTC sleep aids
Figure 19: Retail value sales of OTC sleep aids, by brand, years ending August 2016 and 2017
Figure 20: Nytol product range, October 2017
Figure 21: Kalms product range, October 2017

Launch Activity and Innovation

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Sleep Aids - UK - November 2017

OTC sleep aids

Product launches limited in small category...
- Figure 22: Product launches in the UK OTC sleep aids market, by launch type, January 2014 - September 2017
- Figure 23: Examples of product launches with valerian in the OTC sleep aids market, 2016

...with few players
- Figure 24: Product launches in the UK OTC sleep aids market, by company, 2016
- Figure 25: Examples of product launches in the OTC sleep aids market with less medicinal positioning, 2016
- Figure 26: Product launches in the UK OTC sleep aids market, branded vs own-label, January 2014 – September 2017
- Figure 27: Own-label product launches in the OTC sleep aids market, January – September 2017

Non-OTC sleep aids

Sleep-positioned BPC products gain momentum
- Figure 28: New product launches in the BPC sector with pro-sleep claims, 2017

Lush’s Sleepy body lotion goes viral
- Figure 29: Lush Sleepy body lotion, 2016
- Figure 30: Puressentiel Rest & Relax Air Spray, October 2017

Digital sleep trackers
- Figure 31: Sleepio app, October 2017
- Figure 32: S+ by ResMed, October 2017

Eight launches smart mattress
- Figure 33: Eight smart mattress and Eight Sleep Tracker, 2017

Advertising and Marketing Activity

Recorded adspend declines
- Figure 34: Total above-the-line, online display and direct mail advertising expenditure on sleep aid products*, January 2014 - September 2017

Omega Pharma and G.R. Lanes Health Products dominate spend
- Figure 35: Recorded above-the-line, online display and direct mail total advertising expenditure on sleep aid products*, by leading companies and other, January 2014 - September 2017
- Figure 36: Nytol TV advert, May 2017
- Figure 37: Nytol tube advert, October 2017

Nielsen Ad Intel coverage

The Consumer – What You Need to Know

Number of hours slept points to sleep deprivation issues

‘Winding down’ pre-sleep activities seen as positive

Building awareness of the impact of activities on sleep

Aromatherapy products hold most appeal

Low frequency of use amongst users

Almost half ‘would try anything’

Lack of opinion on sleep aids

Sleep Hours

Number of hours slept points to sleep deprivation issues
Sleep Aids - UK - November 2017

Impacts of Pre-Sleep Routines
- ‘Winding down’ pre-sleep activities seen as positive
- Mindfulness as a pre-sleep routine
  - Building awareness of the impact of activities on sleep

Sleep Aid Usage and Interest
- Sleep aid usage and interest is low
  - Aromatherapy products hold most appeal
  - Under-35s most likely to reach for sleep aids
  - Low frequency of use amongst users

Behaviours around Sleep
- Almost half ‘would try anything’

Attitudes towards Sleep and Sleep Aids
- Attitudes to sleep mismatch with actual behaviour
  - Challenging common misconceptions
  - Lack of opinion on sleep aids

Appendix – Data Sources, Abbreviations and Supporting Information
- Abbreviations
- Consumer research methodology
- Forecast methodology