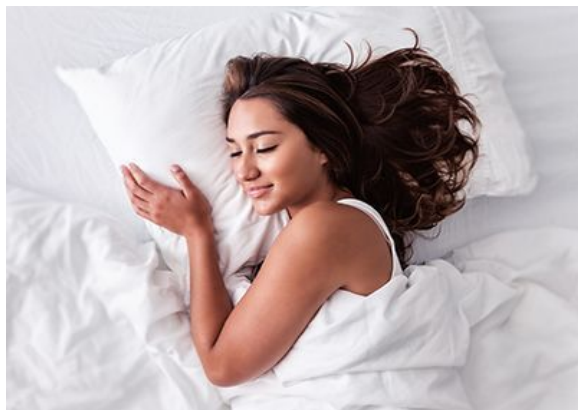


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“Despite a growing culture of sleep issues in the UK, a reluctance to reach for OTC sleep aids remains; growth of the category has been compounded by developments in the tech arena as well as a preference for making lifestyle adjustments over seeking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

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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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