

# Sleep Health - US - 2023

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## This report looks at the following areas:

- Self-assessment of sleep and change in sleep quality over the past year
- Sleep aid product usage
- Causes of sleep issues and motivations to improve sleep
- Trial and interest in alternative approaches to managing sleep
- General attitudes and behaviors toward sleep

Sleep is the new health frontier, and the number of those struggling with sleep is increasing year-over-year. 73% of adults claim to struggle with sleep in 2023, compared to 69% in 2021 and 68% in 2019. Despite the growing prevalence of sleep issues, sales of OTC sleep aids declined. Cost-conscious behaviors and a complex competitive landscape is challenging market growth, as interest in alternative remedies and technologies for sleep support continue to emerge, creating both uncertainty and growth opportunities for the OTC sleep aid market.

An evolving definition of health will be increasingly more inclusive of functionality, which emerging ingredients can deliver. However, sleep aid products, claims and ingredients will need to set realistic and clear expectations. The correlation between scientific integrity, personally tangible results (long- or short-term) and value are important to continue growing sleep aids' health value among their most critical and perhaps invested product users.



"Sleep is the new frontier of health as consumers more widely recognize the integral role it plays in their overall health. Yet a majority of adults struggle to fall and/or to stay asleep, and many recognize the nuances of quality sleep."  
**- Rebecca Watters, Associate Director – Household & Health**

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