

Rapidly Evolving Insomnia Market to 2031 Sees Surge in Non-Pharmacological Therapies and Technology Advancements

Revolutionizing Insomnia Treatment: How Advancements in Non-Pharmacological Therapies are Reshaping the Global Insomnia Market

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Insomnia, a common sleep disorder, affects millions of people worldwide and can have a significant impact on their overall health and well-being. While the global [insomnia market](#) continues to grow, there are unique challenges and opportunities within this industry that require careful consideration.

One of the key drivers of growth in the insomnia market is the increasing awareness and understanding of the condition among both healthcare professionals and the general public. As more people seek treatment for their insomnia, there is a growing demand for effective and innovative therapies that can help them achieve better sleep.

In addition, technological advancements have led to the development of new and improved treatments for insomnia, such as wearable devices that track sleep patterns and provide personalized recommendations for improving sleep hygiene. These innovations have the potential to transform the way we diagnose and treat insomnia, and could play a significant role in the continued growth of the market.

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INSOMNIA MARKET
 OPPORTUNITIES AND FORECAST, 2020 - 2030

Insomnia market is expected to reach **\$6.3 Billion** in 2030

Growing at a **CAGR of 3.9%** (2021-2030)

Insomnia-Industry

Insomnia market is constantly evolving with new advancements in non-pharmacological therapies and the launch of innovative products. For instance, in June 2021, Eisai Co., Ltd. launched DAYVIGO (lemborexant), an orexin receptor antagonist for treating adult insomnia characterized by difficulties with sleep onset and/or maintenance. This launch is expected to contribute significantly to the growth of the insomnia treatment market. However, concerns related to the long-term use of anti-insomnia drugs still pose a challenge to the market growth. Nevertheless, the recent development of cutting-edge technology in the healthcare and lifestyle sectors has resulted in an increased demand for insomnia-related products. The introduction of mobile phone software and health watches designed to record and assist with sleeping patterns has had a significant impact on the diagnosis and management of sleep-related disorders. The easy accessibility of such advanced software and devices is expected to drive further growth in the market.

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1. Minerva Neurosciences
2. Currax Pharmaceuticals
3. Eisai
4. Merck & Co.
5. Pfizer
6. Sanofi
7. Takeda Pharmaceutical Company
8. Vanda Pharmaceuticals
9. Viatriis (Mylan NV)
10. and Zydus Cadila.

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The insomnia market report highlights two main therapy types - non-pharmacological therapy and pharmacological therapy. Non-pharmacological therapy includes treatments such as cognitive behavioral therapy, sleep hygiene, and relaxation techniques, while pharmacological therapy involves the use of drugs such as sedatives, hypnotics, and anti-anxiety medications.

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Europe, Asia-Pacific, and LAMEA (Latin America, Middle East, and Africa). North America, which includes the United States, Canada, and Mexico, is expected to dominate the market due to the high prevalence of insomnia in the region and the availability of advanced treatment options.

Europe, which includes countries such as Germany, France, the United Kingdom, Italy, Spain, and the rest of Europe, is also expected to have significant market growth, owing to the increasing awareness and acceptance of non-pharmacological therapies for insomnia.

The Asia-Pacific region, which includes Japan, China, Australia, India, South Korea, Taiwan, and the rest of Asia-Pacific, is expected to witness substantial growth in the insomnia market due to the large patient population and increasing awareness about the condition.

Lastly, LAMEA, which includes Brazil, Turkey, Saudi Arabia, the Republic of South Africa, and the rest of LAMEA, is expected to show moderate market growth due to the increasing prevalence of insomnia in the region and the growing demand for effective treatment options.

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1. What is the current size of the global insomnia market, and what is its projected growth rate in the next decade?
2. Which therapy type, pharmacological or non-pharmacological, is expected to drive the growth of the insomnia market in the coming years?
3. What are the most popular drugs and therapies for treating insomnia, and what are their side effects?
4. How does the prevalence of insomnia vary across different regions of the world, and what factors contribute to this variation?
5. What are the most significant challenges facing companies operating in the insomnia market, and how are they addressing these challenges?
6. What are the latest trends in insomnia treatment, and what impact are they expected to have on the market?
7. How are advancements in technology, such as mobile phone software and health watches, changing the way we diagnose and manage insomnia?
8. What are the most promising drug candidates in the pipeline for insomnia treatment, and when are they expected to become available to patients?
9. What are the key drivers and inhibitors of demand for insomnia-related products and services, and how are they likely to evolve in the future?
10. How do healthcare providers and insurers view the treatment of insomnia, and what factors influence their decisions about coverage and reimbursement?

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