

Insomnia Market will see continued expansion due to rising awareness of mental health, work-life balance issues

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The global [insomnia market](#) has seen notable growth and is poised to expand further over the coming decade. Here's a quick snapshot of the key trends driving the market:

- Market Overview:
- Valuation: \$4.3 billion in 2020
- Projected Growth: Expected to reach \$6.3 billion by 2030
- CAGR: Growing at 3.9% from 2021 to 2030

• Insomnia Overview:

- Insomnia is a sleep disorder characterized by difficulty in falling or staying asleep, or waking up too early without returning to sleep.
- Common Causes: Stress, irregular sleep schedules, mental health disorders (anxiety, depression), physical illnesses, medications, and other sleep disorders.

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Factors Driving Market Growth

- Increasing Prevalence of Sleep Disorders:
- Insomnia and parasomnias are becoming more common globally.
- Mental Depression: WHO reports 280 million people worldwide suffer from depression, contributing significantly to insomnia.
- Impact of Chronic Diseases:
- Patients with chronic conditions like cancer often experience sleep disturbances.
- For instance, 1.8 million new cases of cancer were diagnosed in the U.S. in 2020, and chemotherapy side effects are known to affect sleep quality.



- Work-Related Stress:
- High workloads and irregular work schedules (e.g., night shifts in manufacturing industries) are major contributors to insomnia.
- Advancements in Non-Pharmacological Therapies:
- Increasing demand for non-pharmacological treatments like yoga, hypnotherapy, and cognitive behavioral therapy (CBT).
- Insomnia centers and sleep diagnostic labs are on the rise, aiding market expansion.

Product Innovation & Launches

- Technological Advancements:
- Health tech such as mobile apps and sleep-tracking devices are increasingly used to monitor and improve sleep quality.
- Example: Eisai Co., Ltd. launched DAYVIGO (lemborexant), an orexin receptor antagonist for insomnia treatment in adults in 2021, a move expected to boost the insomnia treatment market.

Market Segmentation

- By Therapy Type:
- Pharmacological Therapy: Includes prescription and over-the-counter sleep aids.
- Non-Pharmacological Therapy: Hypnotherapy, CBT, medical devices, and other forms of therapy.
- By Region:
- North America: Dominates the market due to a high prevalence of insomnia and strong healthcare infrastructure.
- Asia-Pacific: Expected to witness the highest growth (CAGR of 5.5%) due to an increasing geriatric population and growing demand for sleep diagnostics.

Key Market Players

- Leading Companies: Minerva Neurosciences Inc., Currax Pharmaceuticals LLC, Eisai Co. Ltd., Merck & Co. Inc., Pfizer Inc., Sanofi, Takeda Pharmaceutical Company Ltd., Vanda Pharmaceuticals, Viatris (Mylan NV), and Zydus Cadila.

Future Outlook

- The market will see continued expansion due to rising awareness of mental health, work-life balance issues, and advancements in non-pharmacological treatment options. However, side effects associated with long-term use of sleep drugs might hinder growth to some extent.

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