

Sleep Medication Market Report 2025 – Strategic Insights for Companies Seeking Expansion, Growth & Competitive Advantage

The Business Research Company's Sleep Medication Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034

LONDON, GREATER LONDON, UNITED KINGDOM, July 2, 2025

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How Big Is The Global Sleep Medication Market Expected To Grow?

Growing from \$23.94 billion in 2024, can the sleep medication market size reach \$25.92 billion in 2025 at a compound annual growth rate CAGR of 8.3%. [The size of the sleep medication market](#) has shown robust growth in recent years. The surge in this market can be attributed to several factors. As the use of prescription sleep aids increases, there is a concurrent rise in cases of chronic illnesses affecting sleep. Mental health issues are on the rise, and this directly contributes to the sleep medication market. With the increasing demand for over-the-counter sleep solutions and the widespread adoption of digital health and telemedicine, the area is poised to grow significantly in the coming years.

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[What Is Its Annual Growth Rate Of The Sleep Medication Market?](#)

Projecting to the year 2029, will the sleep medication market, which is expected to grow at a compound annual growth rate CAGR of 8.0%, exceed \$35.3 billion in value The market is indeed anticipated to see significant growth in the coming years—an increase that can be attributed to several emerging trends and factors. The adoption of personalized medicine is on the rise, leading to increased investment in sleep disorder research. These factors, combined with the increasing demand for natural and herbal sleep aids and rising prevalence of sleep apnea and

related disorders, will boost the growth of the market. Key trends to watch include advancements in drug delivery technologies, formulation of extended-release sleep aids, wearable sleep monitoring devices, cognitive behavioral therapy-based digital tools, and the development of combination therapies for sleep disorders.

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What Role Does The Increasing Prevalence Of Mental Illness Play In Propelling The Sleep Medication Market?

Mental illness covers a broad spectrum of conditions that impact a person's mood, way of thinking, behavior, and overall functionality. The prevalence of mental illness is growing, driven by rising levels of chronic stress, which disrupt brain function and either trigger or exacerbate mental health disorders. Sleep medication plays a significant role in managing mental illness by improving sleep quality, often disrupted in those with mental health conditions. These medications help regulate the sleep-wake cycle, reducing symptoms like insomnia and anxiety, and thus enhancing overall mental well-being and daily functioning. Therefore, the increasing prevalence of mental illness undoubtedly drives growth in the sleep medication market.

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[Who Are The Major Companies Operating In The Sleep Medication Market?](#)

These include industry giants like Pfizer Inc., Johnson & Johnson, Merck & Co. Inc., Sanofi S.A., Novartis AG, Takeda Pharmaceutical Company Limited, Teva Pharmaceutical Industries Limited, Eisai Co. Ltd., Sun Pharmaceutical Industries Limited, Perrigo Company plc, H. Lundbeck A/S, Aurobindo Pharma Limited, Dr. Reddy's Laboratories Limited, Cipla Limited, Lupin Limited, Zydus Lifesciences Limited, Torrent Pharmaceuticals Limited, Alembic Pharmaceuticals Limited, Vanda Pharmaceuticals Inc., and Natrol LLC. They have all played a significant role in shaping this market and continue to power its expansion.

How Are Companies Driving Innovation In The Sleep Medication Market?

Major companies are focusing on the development of innovative products to pave the way for more targeted treatments for insomnia with fewer side effects and a reduced risk of dependency. Dual orexin receptor antagonists DORAs are one such innovation, blocking orexin neuropeptides that promote wakefulness and helping to regulate the sleep-wake cycle.

How Is The Sleep Medication Market Segmented?

The market is primarily segmented by:

1 Type: Prescription-Based Drugs, Over-The-Counter OTC Drugs

2 Sleep Disorder Type: Insomnia, Sleep Apnea, Restless Legs Syndrome, Narcolepsy, Sleep Walking, Other Sleep Disorders

3 Drug Class: Benzodiazepines, Antidepressants, Antihistamines, Sedating Antipsychotics, Other

Drug Classes

4 Distribution Channel: Hospital Pharmacy, Online Pharmacy, Retail Pharmacy

5 End-Users: Hospitals, Homecare, Speciality Centres, Other End-Users

Subsegments include:

1 Prescription-Based Drugs: Benzodiazepines, Non-Benzodiazepine Hypnotics, Melatonin Receptor Agonists, Orexin Receptor Antagonists, Antidepressants, Antipsychotics, Antihistamines

2 Over-The-Counter OTC Drugs: Antihistamines, Melatonin Supplements, Herbal Supplements, Dietary Supplements, Homeopathic Remedies

How Is The Sleep Medication Market Distributed Globally?

In 2024, North America was the largest regional market. However, the market spans the globe, extending across Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, and Africa.

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