

Sleep Aid Supplement Market - Promising growth opportunities 2034 | Herbalife, GNC, OLLY, Nature Made

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WILMINGTON, DE, UNITED STATES, October 24, 2025 /EINPresswire.com/ -- The [sleep aid supplement industry](#) was valued at \$6.8 billion in 2023, and is estimated to reach \$11.8 billion by 2034, growing at a CAGR of 5.1% from 2024 to 2034.

Report Insights



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\$6.8 Billion
2023



Projected to reach
\$11.8 Billion
2034



Growing at a CAGR
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2024-2034



Sleep Aid Supplement Market
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Leading Key Players:-

Natrol, LLC.
Zarbee's Naturals
OLLY
Nature Made
Sundown Naturals
GNC
Pure Encapsulations
Herbalife
Swanson Health Products
Life Extension

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The global sleep aid supplements market is experiencing growth owing to increasing awareness about the importance of sleep hygiene and its impact on overall health. Lifestyle factors such as high stress levels, irregular sleep patterns due to modern-day demands, and the prevalence of sleep disorders are driving the demand for sleep aid supplements. Additionally, the rise in availability and accessibility of these supplements through various distribution channels,

including online platforms, is further fueling market expansion.

The sleep aid supplements market is witnessing strong growth owing to several key factors. Firstly, rising awareness about the importance of sleep for overall health and well-being has spurred demand for products that can help improve sleep quality. In addition, lifestyle factors such as increasing stress levels, irregular sleep patterns, and the prevalence of electronic devices affecting sleep hygiene have fueled the need for sleep aid supplements. Moreover, the growing preference for natural and holistic approaches to health has driven the demand for herbal and plant-based sleep aids. Furthermore, the convenience of online shopping and the availability of a wide range of products through e-commerce platforms have facilitated market growth by making sleep aid supplements more accessible to consumers.

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Recent Development

On May 22, 2024 – Natrol announced its latest sleep innovation supplement: Time Release Melatonin gummies. Available in two strengths – 3mg and 10mg – these time release melatonin gummies are engineered with an advanced dual action delivery that provides immediate release to fall asleep and unique extended-release technology to help minimize wakeups and promote sleep through the night.

On September 20, 2023 – Natrol launched its first-ever sleep aid supplement without melatonin, Soothing Night, made with effective, clinically-tested ingredients designed to reduce occasional stress and anxiety and promote longer, better sleep.

On May 15, 2023, GNC introduces GNC Preventive Nutrition Sleep Support products that improve cognitive function with emphasis on sleep, focus, and stress.

On June 16, 2023, Nature Made Introduces New Line of Wellblends Supplements which is a range of sleep products curated with ingredients to address specific sleep issues—from falling back to sleep to staying asleep longer and everything in between.

The report provides a detailed analysis of these key players in the global sleep aid supplements industry. These players have adopted different strategies such as new product launches, collaborations, expansion, joint ventures, and agreements to increase their market share in different regions. The report is valuable in highlighting business performance, operating segments, product portfolio, and strategic moves of market players to showcase the competitive scenario.

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