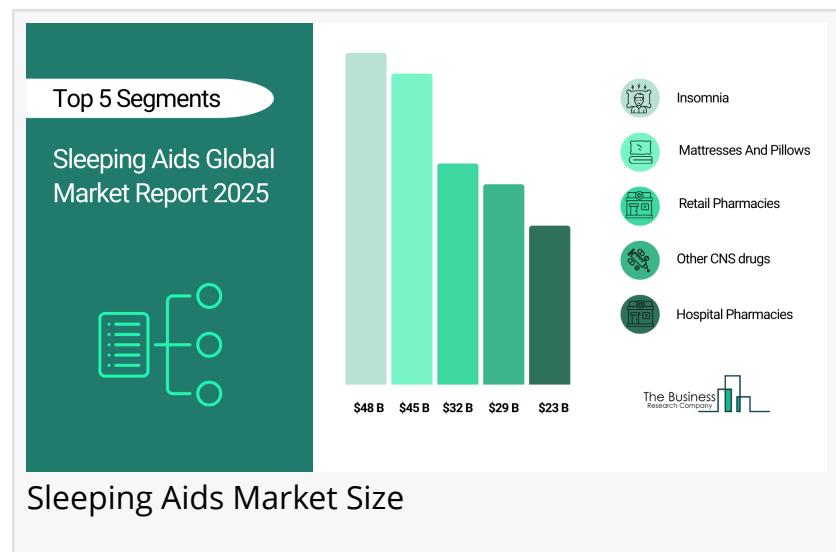


# Sleeping Aids Market In 2029

*The Business Research Company's  
Sleeping Aids Global Market Report 2025  
- Market Size, Trends, And Global Forecast  
2025-2034*

LONDON, GREATER LONDON, UNITED KINGDOM, December 19, 2025 /EINPresswire.com/ -- [Sleeping Aids Market](#) to Surpass \$129 billion in 2029. Within the broader Pharmaceuticals industry, which is expected to be \$2,355 billion by 2029, the Sleeping Aids market is estimated to account for nearly 1% of the total market value.



## Which Will Be the Biggest Region in the Sleeping Aids Market in 2029

“

The Business Research Company's Sleeping Aids Global Market Report 2025 - Market Size, Trends, And Global Forecast 2025-2034"

*The Business Research Company*

North America will be [the largest region in the sleeping aids market in 2029](#), valued at \$44,774 million. The market is expected to grow from \$31,644 million in 2024 at a compound annual growth rate (CAGR) of 7%. The strong growth can be attributed to the rising prevalence of obesity and an increasing aging population.

## Which Will Be The Largest Country In The Global Sleeping Aids Market In 2029?

The USA will be the largest country in the sleeping aids

market in 2029, valued at \$39,005 million. The market is expected to grow from \$27,998 million in 2024 at a compound annual growth rate (CAGR) of 7%. The strong growth can be attributed to the increasing aging population, a surge in mental health issues and the increasing prevalence of sleep disorders.

Request a free sample of the Sleeping Aids Market report:

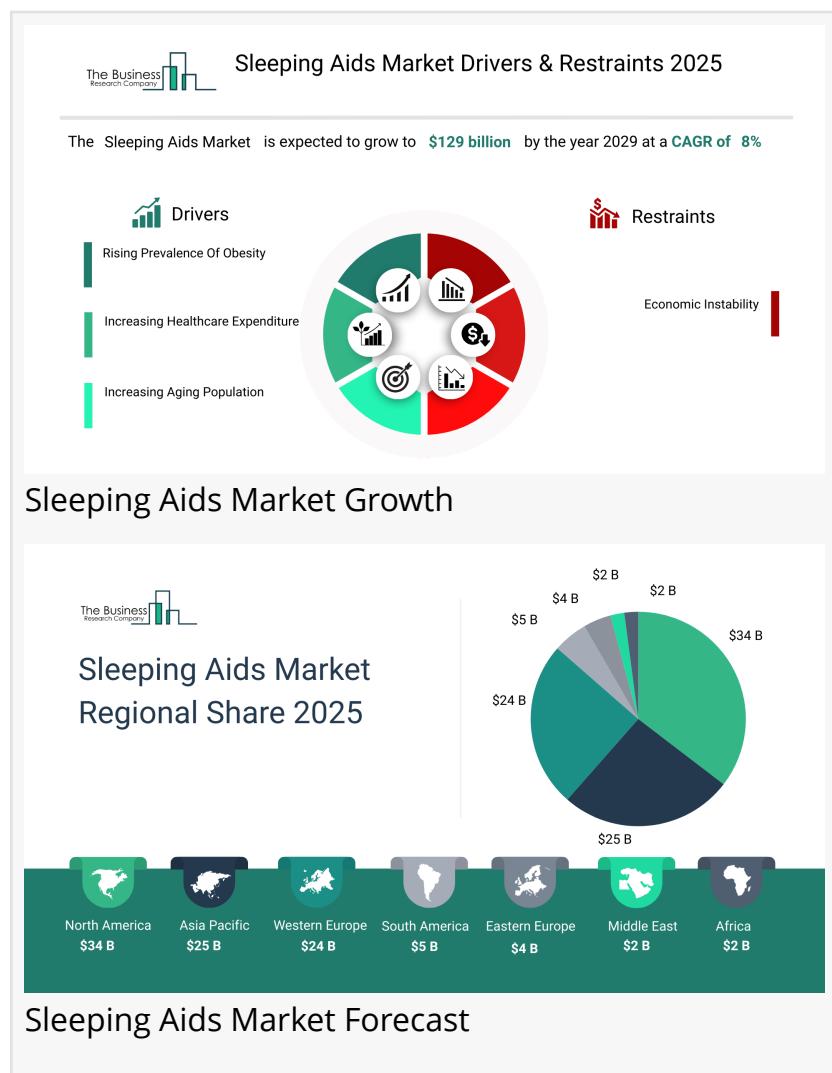
[https://www.thebusinessresearchcompany.com/sample\\_request?id=8308&type=smp](https://www.thebusinessresearchcompany.com/sample_request?id=8308&type=smp)

What will be Largest Segment in the Sleeping Aids Market in 2029?

The sleeping aids market is segmented by product into mattresses and pillows, sleep

laboratories, medications, sleep apnea devices and other products. The mattresses and pillows market will be the largest segment of the sleeping aids market segmented by product accounting for 48% or \$62,019 million of the total in 2029. The mattresses and pillows market will be supported by increasing awareness of sleep health, rising prevalence of sleep disorders, technological innovations, growing disposable income and a focus on personalized sleep solutions.

The sleeping aids market is segmented by indication into insomnia, restless leg syndrome, narcolepsy, sleep apnea, sleepwalking and other indications. The insomnia market will be the largest segment of the sleeping aids market segmented by indication, accounting for 51% or \$65,876 million of the total in 2029. The insomnia market will be supported by the increasing prevalence of insomnia due to stress, anxiety and lifestyle factors, rising awareness about the impact of poor sleep on overall health, growing demand for effective treatments (including medications, devices and behavioural therapies) and a shift towards non-habit-forming sleep aids for long-term management.



The sleeping aids market is segmented by distribution channel into hospital pharmacies, retail pharmacies, e-commerce, drug stores and other distribution channels. The retail pharmacies market will be the largest segment of the sleeping aids market segmented by distribution channel, accounting for 34% or \$43,887 million of the total in 2029. The retail pharmacies market will be supported by the growing consumer preference for over-the-counter sleep aids, increased accessibility to a wide range of medications and natural sleep remedies, the convenience of purchasing sleep aids without a prescription and rising awareness of sleep disorders, which encourages more consumers to seek solutions from retail pharmacies for mild to moderate sleep disturbances.

What is the expected CAGR for the Sleeping Aids Market leading up to 2029? The expected CAGR for the sleeping aids market leading up to 2029 is 8%.

What Will Be The Growth Driving Factors In The Global Sleeping Aids Market In The Forecast

Period?

The rapid growth of the global sleeping aids market leading up to 2029 will be driven by the following key factors that are expected to reshape healthcare management, wellness practices, and consumer lifestyle choices worldwide.

**Rising Prevalence Of Obesity** - The rising prevalence of obesity will become a key driver of growth in the sleeping aids market by 2029. The obese population refers to the group of individuals who have a body mass index of 30 or higher, indicating a level of body fat that significantly increases the risk of health problems. The obese population is rising due to a combination of factors, including increased consumption of high calorie, processed foods, sedentary lifestyles, genetic predispositions and socioeconomic factors that limit access to healthy food and physical activity. The increasing obese population fuels demand for sleep aids, as obesity is closely linked to sleep disorders such as sleep apnea, which significantly disrupts sleep. Additionally, individuals with obesity often experience poor sleep quality due to factors such as difficulty breathing, leading to a higher reliance on sleep aids for better rest.

**Increasing Healthcare Expenditure**- The increasing healthcare expenditure will emerge as a major factor driving the expansion of the sleeping aids market by 2029. Higher healthcare budgets often prioritize addressing prevalent health issues, including sleep disorders. An increase in expenditure allows for advancements in sleeping aids, such as prescription medications, over-the-counter remedies and non-pharmacological options, like sleep-tracking devices and cognitive behavioral therapy tools.

**Increasing Aging Population**- The increasing aging population within digital manufacturing processes will serve as a key growth catalyst for the sleeping aids market by 2029. As people age, they often experience changes in sleep patterns, such as difficulty falling asleep, staying asleep or achieving deep, restorative sleep. Age-related conditions like insomnia, sleep apnea and restless leg syndrome become more prevalent, further exacerbating sleep issues. This has led to a growing demand for sleeping aids, including prescription medications, over-the-counter supplements and non-pharmaceutical solutions, such as sleep therapy devices, that are used to manage sleep disorders, improve sleep quality and enhance overall well-being, as people experience age-related sleep disruptions.

**Growing Penetration of E-commerce**- The growing penetration of e-commerce will become a significant driver contributing to the growth of the sleeping aids market by 2029. The rise in e-commerce, fueled by growing internet access, the convenience of online shopping and consumer preference, has led to intensified online competition, as businesses increasingly leverage technology and data to reach a broader audience and differentiate themselves in an expanding digital marketplace. Online platforms offer a wide range of sleep aids, with detailed information, customer reviews and features such as home delivery, discounts and subscriptions, encouraging purchases and supporting market growth.

Access the detailed [Sleeping Aids report here](#):

<https://www.thebusinessresearchcompany.com/report/sleeping-aids-global-market-report>

## What Are The Key Growth Opportunities In The Sleeping Aids Market in 2029?

The most significant growth opportunities are anticipated in the insomnia sleeping aids market, the mattresses and pillows market, and the retail pharmacy sleeping aids market. Collectively, these segments are projected to contribute over \$56 billion in market value by 2029, driven by rising awareness of sleep health, increasing incidence of sleep-related disorders, and expanding consumer adoption of both therapeutic and comfort-enhancing sleep products. This surge reflects the accelerating demand for scientifically designed, high-quality sleep solutions that improve rest, support wellness, and enable effective self-management of insomnia and related conditions, fueling transformative growth within the broader global sleep solutions industry.

The insomnia sleeping aids market is projected to grow by \$21,486 million, the mattresses and pillows market by \$20,871 million, and the retail pharmacy sleeping aids market by \$14,015 million over the next five years from 2024 to 2029.

## Learn More About The Business Research Company

The Business Research Company ([www.thebusinessresearchcompany.com](https://www.thebusinessresearchcompany.com)) is a leading market intelligence firm renowned for its expertise in company, market, and consumer research. We have published over 17,500 reports across 27 industries and 60+ geographies. Our research is powered by 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

We provide continuous and custom research services, offering a range of specialized packages tailored to your needs, including Market Entry Research Package, Competitor Tracking Package, Supplier & Distributor Package and much more.

**Disclaimer:** Please note that the findings, conclusions and recommendations that TBRC Business Research Pvt Ltd delivers are based on information gathered in good faith from both primary and secondary sources, whose accuracy we are not always in a position to guarantee. As such TBRC Business Research Pvt Ltd can accept no liability whatever for actions taken based on any information that may subsequently prove to be incorrect. Analysis and findings included in TBRC reports and presentations are our estimates, opinions and are not intended as statements of fact or investment guidance.

## Contact Us:

The Business Research Company

Americas +1 310-496-7795

Europe +44 7882 955267

Asia & Others +44 7882 955267 & +91 8897263534

Email: [info@tbrc.info](mailto:info@tbrc.info)

## Follow Us On:

LinkedIn: <https://in.linkedin.com/company/the-business-research-company>

Oliver Guirdham  
The Business Research Company  
+44 7882 955267  
info@tbrc.info  
Visit us on social media:  
[LinkedIn](#)  
[Facebook](#)  
[X](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/876526894>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2025 Newsmatics Inc. All Right Reserved.