

# Sleep Aids in Germany

November 2024

Table of Contents

#### Sleep Aids in Germany - Category analysis

#### **KEY DATA FINDINGS**

#### 2024 DEVELOPMENTS

Rising demand for sleep aids as Germans struggle with stressful lifestyles Competitive landscape remains fairly consolidated but new players see potential Sleep aids often substituted with magnesium supplements

#### PROSPECTS AND OPPORTUNITIES

Younger consumers a potential source of growth Innovative and more potent formulations to see greater demand

#### CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2019-2024Table 2 - Sales of Sleep Aids: % Value Growth 2019-2024Table 3 - NBO Company Shares of Sleep Aids: % Value 2020-2024Table 4 - LBN Brand Shares of Sleep Aids: % Value 2021-2024Table 5 - Forecast Sales of Sleep Aids: Value 2024-2029Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2024-2029

#### Consumer Health in Germany - Industry Overview

#### EXECUTIVE SUMMARY

Consumer health in 2024: The big picture 2024 key trends Competitive landscape Retailing developments What next for consumer health?

#### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2019-2024Table 8 - Life Expectancy at Birth 2019-2024

#### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2019-2024
Table 10 - Sales of Consumer Health by Category: % Value Growth 2019-2024
Table 11 - NBO Company Shares of Consumer Health: % Value 2020-2024
Table 12 - LBN Brand Shares of Consumer Health: % Value 2021-2024
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2019-2024
Table 14 - Distribution of Consumer Health by Format: % Value 2019-2024
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2024
Table 16 - Forecast Sales of Consumer Health by Category: % Value 2024-2029
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2024-2029

#### APPENDIX

OTC registration and classification Vitamins and dietary supplements registration and classification Self-medication/self-care and preventative medicine Switches Summary 1 - OTC: Switches 2023-2024

## DISCLAIMER

### DEFINITIONS

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sleep-aids-in-germany/report.