



Euromonitor
International

Sleep Aids in Japan

September 2024

Table of Contents

KEY DATA FINDINGS

2024 DEVELOPMENTS

Many sleep-deprived consumers in Japan are not turning to sleep aids
The potential for enlightenment about the importance of sleep
Safety over efficacy can help reassure consumers

PROSPECTS AND OPPORTUNITIES

Value stagnation expected in the forecast period
Promoting sleep as a positive lifestyle change in brand campaigns
From competitors to collaborators

CATEGORY DATA

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

Consumer Health in Japan - 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 2019-2024
- Table 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 preventive medicine
Switches

DISCLAIMER

DEFINITIONS

SOURCES

Summary 1 - Research Sources

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-japan/report.