



Euromonitor  
International

# Sleep Aids in Austria

September 2025

Table of Contents

## Sleep Aids in Austria - Category analysis

### KEY DATA FINDINGS

#### 2025 DEVELOPMENTS

Consumer reliance on sleep aids stabilises after pandemic-driven surge  
Schwabe Austria maintains leadership as herbal brands gain traction  
Pharmacies dominate distribution, while e-commerce gains traction for repeat purchases

#### PROSPECTS AND OPPORTUNITIES

Gradual growth supported by rising awareness and brand trust  
Innovation centred on natural formulations and incremental improvements  
Health and wellness trends create both opportunities and challenges

#### CATEGORY DATA

Table 1 - Sales of Sleep Aids: Value 2020-2025  
Table 2 - Sales of Sleep Aids: % Value Growth 2020-2025  
Table 3 - NBO Company Shares of Sleep Aids: % Value 2021-2025  
Table 4 - LBN Brand Shares of Sleep Aids: % Value 2022-2025  
Table 5 - Forecast Sales of Sleep Aids: Value 2025-2030  
Table 6 - Forecast Sales of Sleep Aids: % Value Growth 2025-2030

## Consumer Health in Austria - Industry Overview

### EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture  
Key trends in 2025  
Competitive landscape  
Channel developments  
What next for Consumer Health?

### MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025  
Table 8 - Life Expectancy at Birth 2020-2025

### MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025  
Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025  
Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025  
Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025  
Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025  
Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025  
Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025  
Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030  
Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

### APPENDIX

OTC registration and classification  
Vitamins and dietary supplements registration and classification  
Self-medication/self-care and preventive medicine  
Switches  
Summary 1 - OTC: Switches 2024-2025

### DISCLAIMER

## DEFINITIONS

## SOURCES

### Summary 2 - Research Sources

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/sleep-aids-in-austria/report](http://www.euromonitor.com/sleep-aids-in-austria/report).