



Euromonitor
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Sleep Aids in Singapore

October 2025

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Sleep Aids in Singapore - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Hectic, stressful lifestyles support growth for sleep aids

21st Century leads with innovative product formats

Retailers' promotional and marketing activities ensure distribution dominance for health and personal care stores

PROSPECTS AND OPPORTUNITIES

Sleep-deprived Singaporeans will ensure steady demand for sleep aids throughout forecast period though growth may be limited

Competitive threat from dietary supplements as alternative solution

Sleep aids projected to see increased innovation as products combine with herbal/traditional dietary supplements

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DISCLAIMER

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