

# Sleep Aids in Singapore

October 2023

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## Sleep Aids in Singapore - Category analysis

### KEY DATA FINDINGS

#### 2023 DEVELOPMENTS

Subject of immunity sparks consumers' interest in sleep sufficiency  
Melatonin and vitamin B6 remain the most popular ingredients for sleep aids  
Preference for herbal/traditional formulations increases in sleep aids

#### PROSPECTS AND OPPORTUNITIES

Rise in cases of sleep apnoea may limit demand for sleep aids  
Consumers may find better sleep with multipurpose vitamins and dietary supplements  
Growing interest in mental health may resolve sleep problems holistically

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