



Euromonitor
International

Sleep Aids in New Zealand

November 2025

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KEY DATA FINDINGS

2025 DEVELOPMENTS

- Sleep aids sales rise in response to sleep trends and growing mental health concerns
- Local player continues to dominate otherwise fragmented competitive landscape within sleep aids in 2025
- Pharmacies remains primary distribution channel, with discount pharmacy chains offering value-driven pricing

PROSPECTS AND OPPORTUNITIES

- Sleep aids anticipated to face further economic headwinds and rising competition from aligned wellness categories as consumers seek all-in-one stress solutions
- Reclassification of melatonin as OTC opens new growth pathways for sleep aids
- Local traditional remedies repositioned as novel ingredients hold potential to reshape sleep aids

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Consumer Health in New Zealand - Industry Overview

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DISCLAIMER

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