



Sleeping aids emerging brands

Celebrating the top new brands within
sleeping aids

Dec 2022

Product attribute markers

B

Brand
Extension

O

Omni

I

Non-
binary

Cf

Cruelty
free

Pb

Plant
based

C

Clean

M

“Male-
targeted”

Og

Organic

Alf

Aluminum
free

Ret

Returning
Emerging
Brand

**Free
from**

Free from

S

“Social
selling”

N

Natural

Sf

Sulfate
free

E

Exclusive

D

DTC

Af

Alcohol
free

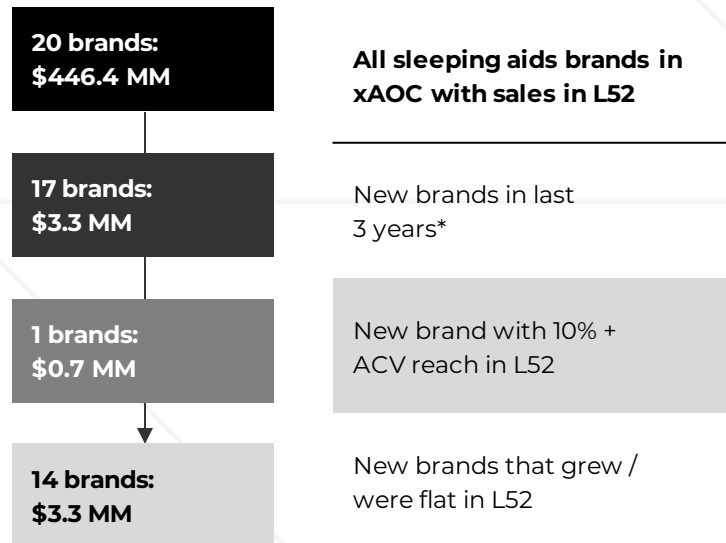
V

Vegan

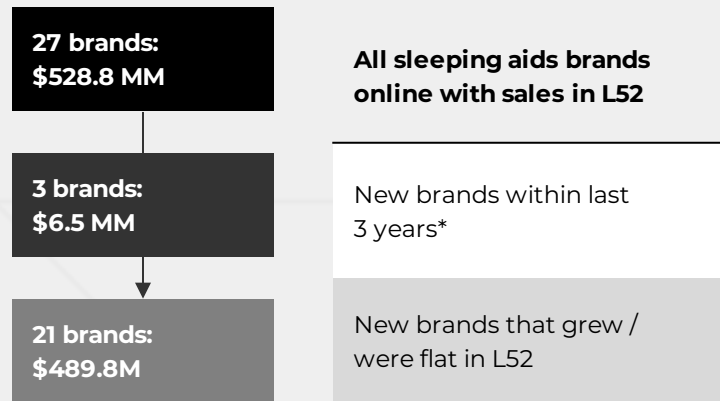
“Omni” includes products that are available within xAOC (excludes specialty retailers) and online. Some online brands may not appear due to sample size.
“Exclusive” badge is used for brands that can only be purchased through one retailer/merchant.

Sleeping Aids: framework for identifying the top emerging brands

Sleeping aids – B&M



Sleeping aids – Online



B&M Source: Nielsen Scantrack © xAOC | 52 WE13/03/22 | BC Department = Health & Beauty Care, BC Super Category = Sleeping and alertness aids, "Brand"= Brand High | Dollars listed above for L52 weeks
eCom Source: NielsenIQ Total US eCommerce Measurement Powered by Rakuten Intelligence | 12 months through 10/31/22 | Sleeping and alertness aids
*New Brands in last 3 years: Brands whose sales began in last 3 years, and if launched 2 YAG, then those sales were 20% or less of YAG sales | New brands that grew/were flat in L52: Includes brands whose sales exceeded -20% vs YAG

Top emerging brands

Brands are differentiating themselves in terms of form and positioning

Category size
 \$446.4M -2.2% (in-store)
 \$528.8M +5.4% (online)

In-store



Spirit 360

Online



Monat



mommy's BLISS



Care/of

Brand name

Manufacturer

Launch date into sleeping aids

L52 week sales

Product Positioning:

Spirit Pharmaceuticals LLC

Alcora Corp.

Mom Enterprises Inc

Care/of

Oct 2022

Nov 2020

Jun 2020

Jun 2022

\$0.7 MM

\$4.1 MM

\$1.9 MM

\$0.5 MM

Effective and non-habit forming sleep aids. Advertised as a substitute to Unisom. Sold at Walmart and Dollar General as an affordable sleep aid option.

Hair care brand extension differentiating itself in non-pill form of sleep aids.

Family owned and specializing in pre-natal and baby products. Sleep aids are targeted towards kids.

Wellness-oriented company that offers personalized vitamin subscription packages. Promotes the quality, transparency, and sustainability of the brand. Exclusive to Target.

B I O

B E S I Cf D Ret

B Free from I O Cf Ret

B I C N E V



Project team

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Label Insight drives growth for CPG brands and retailers through unparalleled product transparency. Its best-in-class product attribute data and patented data science empower companies to unlock new growth opportunities both online and in store. <https://www.labelinsight.com/>

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Rakuten Intelligence uses its e-commerce panels to reveal new insights about online consumer trends, retailers, brands and logistics companies. They provide a detailed view of online sales and competitor performance data, giving you visibility into your business and industry. <https://www.rakutenintelligence.com/partners>



Thank you.