



The Sleep Gap

We all know we're meant to get 8 hours of sleep each night. But how many of us actually meet that goal? Research from the Sleep Health Foundation shows that around 40% of Australians are struggling to get enough sleep, leading to a slew of negative consequences, including reduced productivity and a potentially compromised immune system.

This is a global problem, and the demand for effective solutions is growing. What's changed in recent years is where consumers expect those solutions to come from. Some consumers have concerns about using synthetic aids, and so natural sleep-health products are becoming more popular. Whether it's tart cherries, milk or even pistachios, ingredients that can naturally support sleep are capturing interest!

Another emerging angle worth watching is the link between sleep quality and weight management. Research increasingly shows these two concerns are interconnected - poor sleep disrupts metabolism, and excess weight can worsen sleep quality.

- 27% of Australian supplement users primarily use supplements to improve sleep quality. (Mintel, Consumer Data, 2025)
- Almost 1 in 4 US consumers are actively trying to improve their sleep. (Mintel, 2025)
- Roughly ⅓ of Australians are thought to have a sleep problem. (Sleep Health Foundation, 2026)
- 55% of Chinese consumers say natural ingredients are important to them when purchasing sleep health products. (Mintel, 2025)

On the Shelves



Ten PM, Oat & Cherry Calm Bar. Positioned as a late night snack, this 'calm bar' contains ashwagandha, magnesium and chamomile to support rest, and it also gluten-free, vegan and high in fibre and protein. (UK, 2026)



Delikao, Feel Good Dark Chocolate with Hazelnut Praline. Made with natural ingredients including magnesium and Lactium® to reduce cortisol and have a calming effect. Positioned for night-time consumption. (France, 2026)



Kaneka Shokuhin, Skin Moisturising and Sleep Improving Q10 Yoghurt Drink. Formulated to help improve sleep quality using COQ10. (Japan, 2025)



Mountain Food, Sleepy Moon Dark Chocolate Covered Orange. Chocolate combined with melatonin and chamomile to help you achieve deep, comforting sleep. (China, 2025)



TEXTURE



HEALTH & NUTRITION



COLOUR



FLAVOUR



& MORE

On the Shelves



GrowFitz SheFit, Rich Chocolate Flavoured Women's Meal Replacement Shake. Supports women's health, including weight management and stress and sleep support. (India, 2026)



Mission, Sleep Superblend Hot Cocoa. An advanced night-time cocoa drink with ashwagandha, magnesium, l-glycine and rooibos to help you unwind 'naturally' and have a restful sleep. (UK, 2026)



First Day, Natural Teens Nighttime Reset Magnesium. Calls out that it doesn't contain "melatonin hormones", only magnesium and natural flavours to help teens wind down before bed and sleep better. (US, 2026)



Create, Blue Raspberry Creatine Gummies. A gummy supplement that tastes nostalgic and supports faster and better sleep. Calls out that creatine has peer-reviewed clinical trials on safety/efficacy. (US, 2026)

"Global sleep deprivation is a wake-up call for brands to take action...

Consumers are drawn to products that use natural ingredients, providing a gentle yet effective approach to improving sleep quality."

-Yunn Lim, Senior Analyst, Mintel

Global product launches targeting sleep and stress are on the rise, with VMS (vitamins, minerals and supplements) and tea leading category growth. But the boundaries between VMS and food and drink are blurring, and that's where the real white space lies. Functional foods and beverages that deliver sleep-supporting benefits, without positioning themselves as medicinal, are well-placed to meet the consumer need.

MINTEL

tfp

HW Hawkins Watts Offerings

- ✓ Health & Nutrition ingredients targeted at supporting rest, relaxation and sleep, including Magnesium, Lime Peel Extract, L-theanine, Passionflower, Chamomile, Lemon Balm and more.
- ✓ Natural flavours and colours.
- ✓ Taste modulators and masking flavours.
- ✓ Natural sweeteners and sweetening systems.

Please contact Hawkins Watts for more information
Australia

+61 3 9561 3710

sales@hawkinswatts.com.au

New Zealand

+64 9 622 2720

sales@hawkinswatts.com



TEXTURE

HEALTH & NUTRITION

COLOUR

FLAVOUR

& MORE