

Global Digital Insomnia Therapeutics Market: Key Trends, Market Share, Growth Drivers, And Forecast For 2025-2034

The Business Research Company's Global Digital Insomnia Therapeutics Market: Key Trends, Market Share, Growth Drivers, And Forecast For 2025-2034

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Digital Insomnia Therapeutics Global Market Report
2025 – Market Size, Trends, And Global Forecast
2025-2034

The expansive global market for digital insomnia therapeutics is poised to display impressive growth trends over the next few years. From \$3.27 billion in 2024, the market is projected to reach \$3.49 billion in 2025, representing a compound annual growth rate CAGR of 6.64%. The

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increase is largely due to an increased focus on sleep disorder education, advancements in cross-platform compatibility, an emphasis on eco-friendly and sustainable digital therapeutic options, as well as a rising focus on mental health. This thriving market is projected to further expand to \$4.47 billion in 2029 at a CAGR of 6.38%, fueled by technological advancements in digital health, AI and machine learning, and increased investment in sleep research.

What is Driving the Growth of the Digital Insomnia Therapeutics Market?

The digital insomnia therapeutics market growth is largely driven by the increasing adoption of digital health solutions. These digital platforms and technologies play a pivotal role in enhancing healthcare delivery, improving patient outcomes, and empowering individuals to manage their health effectively. This rising adoption is due to the increasing demand for accessible and cost-effective healthcare solutions, the growing prevalence of chronic diseases, heightened

awareness of preventive care, and the expansion of telehealth services. Digital insomnia therapeutics, through their technology-driven solutions such as mobile apps and wearable devices, help monitor, diagnose, and manage sleep disorders. This results in better overall health outcomes and integration with broader healthcare systems. For instance, according to Rock Health, a US-based corporation, in 2022, 80% of respondents reported having used telemedicine at some point in their lives, a significant increase from 72% in 2021.

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Which Companies are Pioneering the Digital Insomnia Therapeutics Market?

Leading companies in the digital insomnia therapeutics market are Pear Therapeutics Inc., Zuellig Pharma Holdings Limited, Calm.com Inc., Headspace Inc., Big Health Inc., Click Therapeutics Inc., Silvercloud Health Limited, Nox Health Group Inc., OPTT Inc., Curve Health Inc., Bodymatter Inc., Sana Health Group, SleepCogni Limited, Stellar Sleep, Somnus Therapeutics Inc., SleepScore Labs, HoneyNaps USA Inc., Sliip, Neurovalens Ltd., and WELT Corp.

What are the Latest Trends in Digital Insomnia Therapeutics?

In an attempt to stay ahead of the curve, major players in the digital insomnia therapeutics market are striving to develop advanced solutions like software-based mobile apps designed to offer personalized, accessible, and cost-effective treatment options for managing insomnia. In addition to sleep tracking features, these apps integrate elements such as relaxation exercises, cognitive behavioral therapy, and personalized sleep recommendations. Big Health Inc., a US-based mental health services company, for example, received United States Food and Drug Administration approval for SleepioRx in August 2024.

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How is the Digital Insomnia Therapeutics Market Segmented Globally?

The digital insomnia therapeutics market has been segmented along various dimensions. By type, it includes sleep tracking apps, relaxation and meditation apps, Cognitive-Behavioral Therapy For Insomnia CBT-I, wearable devices, and other types. Based on the distribution channel, the market is segmented into hospital pharmacies, retail pharmacies, and other distribution channels. By application, the segments are medical and household. Furthermore, sub-segments under each category provide a detailed classification like sleep tracking apps being further subdivided into basic sleep monitoring apps, advanced sleep monitoring apps, and smart alarm apps.

What is the Regional Outlook for the Digital Insomnia Therapeutics Market?

In 2024, North America was the largest region in the digital insomnia therapeutics market, with other key regions including Asia-Pacific, Western Europe, Eastern Europe, South America, Middle East, and Africa, also significant contributors to market revenue.

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