

FutureBridge

What is?

Women and the 'sleep' economy

Consumers are tired—more so than ever before. However, the staggering data reveals just how tired women are feeling. In fact, 76% of UK women report waking up tired or sleep-deprived most of the week, compared to 58% of men.

This is translating into products and services that support bad sleepers. By 2029, the sleep aids market is projected to grow from \$5.2bn in 2024 to \$6.6bn. And this figure only relates to pharmaceuticals.

Outside of the herbal tea category, innovation in sleep-related claims within the F&B sector is severely lacking - This is a huge missed opportunity. And women should be the prime target group.



What If?

"Night-Time Cow" Melatonin Yogurt

Consumers purchase premium yogurt that offers an evening solution that targets a healthier and deeper sleep. The yogurt markets itself on its natural high-melatonin content produced from 'nighttime-only' milked cows.

The yogurt plays on the studies that show cows naturally produce more melatonin when milked at nighttime. Oh, and women love yogurt.

Occasions to target:

Pre-bedtime snacking
e.g. Subtle / clean flavors etc.

Dessert alternatives,
e.g. Indulgent popular dessert flavors

Daily yogurt drinks,
e.g. Daily evening shot for sleep routine

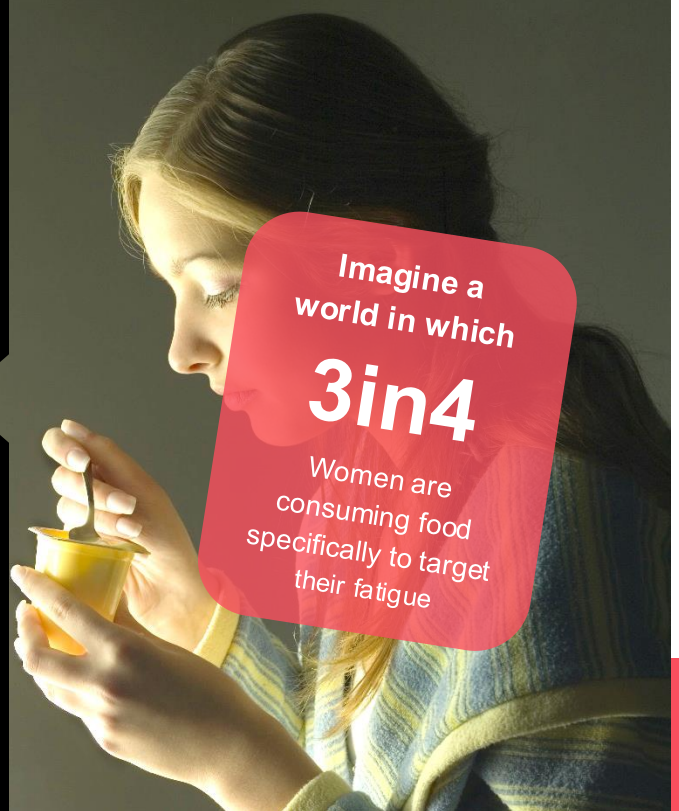


What now?

The BIG questions

If the yogurt segment is expected to grow to \$252bn by 2029 then new occasions and wellness needs must take a piece of the pie...

- ❖ When will regulations promote melatonin as a sleep ingredient?
- ❖ Why is the nighttime occasion so untapped?
- ❖ Does yogurt have a blind spot outside of protein and gut health?



About FutureBridge

FutureBridge is a techno-commercial consulting and advisory company. We track and advise on the future of industries from a 1-to-25-year perspective to keep you ahead of the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.