



2024

2025

 The Annual Report on the State of Sleep from **Sleep Cycle** 

Sleep Around the World

The Sleep Cycle report on global sleep patterns provides a comprehensive analysis of sleep trends worldwide, combining Sleep Cycle's own, rich data insights with expert commentary from sleep expert Dr. Michael Gradisar.

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About this Report

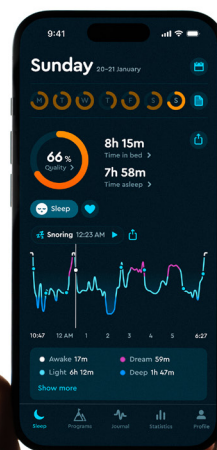
The Sleep Cycle report on global sleep patterns provides a comprehensive analysis of sleep trends worldwide, combining Sleep Cycle's own, rich data insights with expert commentary. Drawing from millions of sleep sessions, it highlights variations in sleep quality, duration, and disruptions, while examining the impact of global events. Through visually engaging infographics and deep dives into sleep, the report is created to offer an understanding of how sleep behaviors differed across regions and cultures.



Sleep Cycle as a trusted data source

With over 1.3 million users each day, spanning across 150 countries, Sleep Cycle gathers sleep data from users worldwide, creating a broad and diverse dataset that spans various demographics and geographies. Unlike controlled lab studies or limited self-assessments, Sleep Cycle captures real-world sleep behaviors, offering a naturalistic view of how people sleep in their everyday lives. With consistent use, the app compiles longitudinal data, enabling detailed analysis of trends and shifts over time.

This approach makes it possible to pinpoint how external factors, such as seasonal changes or global events, influence sleep patterns. Additionally, Sleep Cycle's global reach provides valuable cross-cultural insights, revealing the impact of geography, lifestyle, and cultural differences on sleep.



No. 1 Trend

Sleep Reversing, a counterintuitive technique from the 1970s, is the top trend we predict will have a big comeback in 2025.

Report Highlights

Sleep is deeply personal yet influenced by global, cultural, and lifestyle factors. By understanding these patterns, we can make informed choices to improve sleep quality, manage stress, and optimize wellbeing in an ever-changing world.

This report explores the state of sleep in 2024, highlighting key trends and habits observed throughout the year. Below is a preview of the top findings.

Major Events

The US Election was a stressful time for Americans, though less so than in previous cycles. This highlights how geography, lifestyle, and cultural differences influence sleep.

Male & Female

Women experience better sleep quality than men, going to bed earlier and waking up later. However, men report feeling happier upon waking.

The Netherlands

The Netherlands once again ranks highest globally for Sleep Quality in 2024.

Japan

Japan continues to rank at the bottom for Sleep Quality Score.

2024 and What it Meant for Sleep

2024 has been marked by a series of global events that have had an impact on daily life, mental health, and, by extension, sleep worldwide. From geopolitical tensions and economic instability to major events such as the Olympics and elections in several countries, these factors collectively influence how individuals experience rest. Understanding these dynamics provides insights into how external events shape one of our most fundamental physiological needs, sleep.

Studies indicate that heightened anxiety can lead to insomnia and fragmented sleep patterns. Research from Sleep Cycle's Head of Sleep Science, Dr. Michael Gradisar, highlights how poor sleep compounds stress, creating a vicious cycle where worry fuels sleeplessness and vice versa. At the same time, good sleep supports memory consolidation, emotional regulation, and overall wellbeing, making adequate rest a powerful tool for navigating uncertainty.



Dr. Michael Gradisar

Ph.D. & Sleep Cycle's
Head of Sleep Science

“2024 has been marked by a series of global events that have had an impact on daily life, mental health, and, by extension, sleep worldwide.”

Sleep Trends Uncovered: What Worked in 2024 and What's Coming in 2025

In 2024, viral sleep trends like the “Sleepy Girl Mocktail” and mouth taping took over social media, proving just how far people are willing to go for better rest—whether backed by science or fueled by curiosity. But do they actually work?

Michael Gradisar, PhD, and Head of Sleep Science at Sleep Cycle, put these trends to the test, separating sleep science from sleep gimmicks while keeping an eye on the horizon, predicting the sleep trends that could shape the way we rest in 2025.

*About Google Trends Methodology

Google Trends provides insights into the relative popularity of search terms over time by indexing and normalizing search data from a random sample of Google searches. The indexed data is scaled from 0 to 100, with 100 representing the peak search interest for a term within the selected time and location, and lower values reflecting relative popularity compared to this peak.

Sleep Trend Analysis

TREND

Mouth Taping

WHAT IS IT

The practice of using a piece of hypoallergenic tape to keep the lips closed during sleep to encourage nasal breathing.

MIKE'S VERDICT

Kind of works

While one small study has shown promising results in reducing sleep apnea severity with mouth taping, the evidence is still limited. For individuals considering it, consulting with a respiratory sleep physician is crucial to ensure it's a safe and appropriate option. Conclusion: If taped vertically, this method kind of works.

Grounding Sheets

Grounding sheets are bedding products made with conductive materials designed to connect the body to the Earth's electrical charge, typically through a grounded outlet.

Myth

Advocates claim they promote better sleep, reduce inflammation, and improve overall wellbeing by balancing the body's electrical energy, but there is not a single study that has tested grounding sheets for sleep. So, there is no scientific evidence to support their use.

Sleepy Girl Mocktail

A TikTok-trendy non-alcoholic drink typically made with ingredients like tart cherry juice, magnesium supplements, and sparkling water.

Kind of works

While some of the ingredients, like tart cherries and magnesium, have shown modest potential to support sleep in specific circumstances, their effects are generally subtle and not universally noticeable. The alcohol-free aspect of the mocktail is a positive step for sleep health, but its overall impact on sleep quality is likely minimal for most people.

Digital Detox

Limiting or eliminating the use of electronic devices before bedtime to reduce exposure to blue light and mental stimulation.

Myth

My research team has spent hundreds of hours investigating how different technologies affect sleep. We've found that they typically don't have a significant impact on sleep if a regular bedtime aligned with someone's natural sleep-wake cycle is maintained. It's fine to use interactive technologies like video games or a phone as long as you wind down for sleep with more passive activities such as watching TV or tuning into a podcast.

Sleep Divorce

When partners choose to sleep in separate beds or bedrooms.

Works

There is strong evidence that factors like movement, noise, and temperature imbalances from a bed partner can disrupt sleep quality. While many solutions exist to address these issues without separating, sleeping apart can be an effective option for improving individual sleep when other remedies aren't sufficient. After all, getting better sleep will ultimately support your overall health and relationship.

Sleep Trend Predictions

Predicting sleep trends can be nearly impossible as they often emerge out of nowhere, fueled by unconventional ideas or global events. While some trends are harder to anticipate, what we do know is that uncertainty will dominate the year ahead. Anxiety and unpredictability, whether caused by economic stress, health concerns, or lifestyle disruptions, create ideal conditions for sleep disturbances to occur. Here are sleep trends we may see in 2025.

Sleep Reversing

A counterintuitive technique from the 1970s that I believe will have a big comeback for 2025. It is where individuals lie in bed in the dark and intentionally try to stay awake—a scientifically-backed method that can help combat sleep-onset insomnia.

This technique is gaining attention for its simplicity and evidence-based roots, making it an intriguing option for people struggling to fall asleep despite their best efforts.

"Sleep Reversing taps into a psychological principle known as paradoxical intention, where trying to stay awake reduces the performance anxiety associated with falling asleep."

Dr. Michael Gradisar, Ph.D. & Head of Sleep Science

Sleep Caves

Creating a cave-like sleep setting by removing bedroom windows, blocking light, and prioritizing total darkness to mimic pre-modern sleeping conditions.

"There's a growing fascination with returning to "caveman living" and embracing environments that align with our biological sleep rhythms. While this trend is unconventional, it reflects a desire to strip away modern distractions and optimize sleep naturally."

Dr. Michael Gradisar, Ph.D. & Head of Sleep Science

06:40:11

Earliest wake-up time 2024
Brazil 6:40:11Latest wake-up time 2024
Egypt 8:39:18

08:39:18

Wake-Up Champions 2024: Gold, Silver, and Bronze for the Earliest Risers

In 2024, Brazil claimed gold for the earliest average wake-up time at 6:40, followed by South Africa with silver at 6:45, and Chile taking bronze at 7:11. Embracing the morning hours, these nations set the pace for early risers worldwide.

Sleep-In Leaders 2024: The World's Latest Risers

In 2024, Egypt led the pack with the latest average wake-up time at 8:39, followed by Saudi Arabia in second at 8:32, and Russia in third at 8:23. Cultural factors such as biphasic sleep, Ramadan schedules, and midday rest traditions may contribute to these later mornings, highlighting diverse sleep patterns across the globe.

The World's Earliest Sleepers

In 2024, New Zealand, Australia, and South Africa led the way as the earliest sleepers, with average bedtimes of 22:33, 22:51, and 23:09, respectively. It seems the Southern Hemisphere knows how to tuck in early, proving that "Down Under" might just be down to sleep when it comes to prioritizing rest.

The World's Latest Sleepers

Meanwhile, Turkey, Egypt, and Taiwan claimed the title of the world's latest sleepers, with average bedtimes of 01:02, 00:53, and 00:49. These night owl nations may be trading precious rest hours for vibrant late-night lifestyles.



Global Sleep Habits 2024

The Netherlands Ranks No. 1 in Sleep Quality Again in 2024

In 2024, the Netherlands once again claimed the highest average sleep quality score globally at 79.01 percent, followed by New Zealand at 78.73 percent and Finland at 78.56 percent. This continues a strong trend, as the Netherlands also held the top spot in 2023 with 79.27 percent, reinforcing the country's commitment to wellbeing and a balanced lifestyle.

Biggest Declines

Egypt saw the steepest decline in sleep quality, dropping 2.87 percentage points from 70.44 percent to 67.57 percent. This signals growing challenges in maintaining good sleep across the country.

A Global Decline

While some countries, like Ireland, showed positive trends—with a notable 1.85 percentage point increase—the global average slipped slightly from 74.26 percent in 2023 to 73.92 percent in 2024. This subtle decline reflects emerging obstacles in sustaining high sleep quality worldwide.

0.46%

A Global Decrease in Sleep Quality
The global average slipped from 74.26 percent in 2023 to 73.92 percent (a 0.46 percent decrease) in 2024

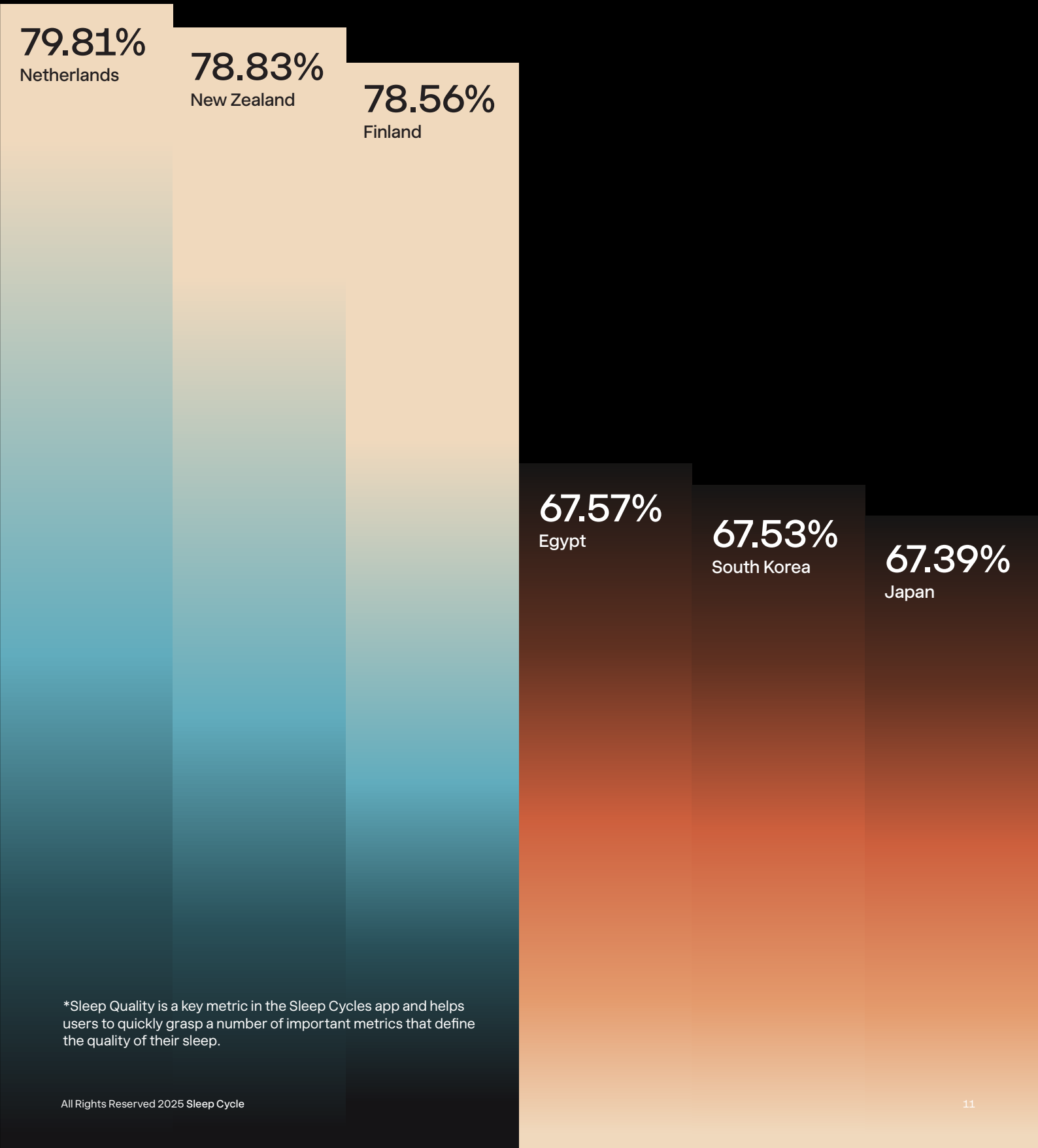
*Sleep Quality is a key metric in the Sleep Cycles app and helps users to quickly grasp a number of important metrics that define the quality of their sleep.

2024

Global Sleep Habits 2024 Top Performers

Best Sleep Quality 2024
Netherlands, with an average Sleep Quality Score of 79.01 percent

Worst Sleep Quality 2024
Japan, with an average Sleep Quality Score of 67.39 percent



*Sleep Quality is a key metric in the Sleep Cycles app and helps users to quickly grasp a number of important metrics that define the quality of their sleep.



76.76%

Women had an average Sleep Quality Score of 76.76 percent

74.37%

Men had an average Sleep Quality Score of 74.37 percent

The Sleep Gender Gap

A Bright Start—or Just Perception?

Sleep quality, bedtime, and wake-up time all favor women. They go to bed earlier, wake up later, and report better sleep quality overall, according to Sleep Cycle's proprietary sleep quality score. And yet, when it comes to morning mood, men consistently rate their wake-up experience as more positive. Is this a case of perception over reality? Or are men genuinely waking up in a better mood? While the answer isn't definitive, the trend is clear: males report feeling brighter in the mornings, despite women seemingly having more favorable sleep habits.

What Sleep Journals Reveal: Different Priorities, Different Outcomes

A deep dive into sleep journaling habits uncovers distinct gender-based priorities. Men tend to track lifestyle and activity-related factors, while women focus more on health and wellbeing. These behavioral differences may play a role in shaping morning mood scores.

3.64%

The Gender Mood Gap

In 2024, men reported an average wake-up mood of 60.85 percent, which was 3.64 percent point higher than women's 57.21 percent

-7.6%

Alcohol Consumption A Shift Toward Moderation

Both genders cut back on alcohol compared to 2023. Men reduced alcohol-related Sleep Notes by relative 7.6 percent while women recorded a relative 1.2 percent decline

SNORING

“The Sleep Cycle app can help you track your sleep and snoring patterns. Not only will it show you how many minutes you snore each night, but it also allows you to listen to recordings of your snoring.”

Sleep Cycle’s Head of Sleep Science
Dr. Michael Gradisar, Ph.D.

The Snore War

Global Snoring Trends: Countries with the Least and Most Snoring

Some countries, including Egypt, Argentina, and Croatia, saw significant reductions in snore duration—by around seven minutes per night. Meanwhile, certain regions, particularly East Asia, reported a noticeable increase in snoring. These trends may be linked to aging populations in some regions, where the prevalence of snoring typically increases with age.

Countries with the Lowest and Highest Snore Durations in 2024

In 2024, Morocco (23.7 minutes), Egypt (23.9 minutes), and Saudi Arabia (26.9 minutes) recorded the lowest average snore durations, a trend consistent across North Africa and the Middle East. On the other hand, East Asia ranked highest for snoring, with Japan (51.4 minutes), Hong Kong (54.9 minutes), and China (59.1 minutes) registering nearly double the snore duration of the quietest countries.

Snoring Differences Between Men and Women

In 2024, men snored for an average of 48 minutes per night, noticeably more than women’s 38.3 minutes—a 10-minute difference likely driven by physiological factors. This contrast offers insight into how anatomy influences snoring patterns.

Male
48.0

Snores 48 minutes per night

Female
38.3

Snores 38.3 minutes per night

Who Wakes Up the Happiest?

Wake-Up Mood in Age Groups

In 2024, wake-up mood followed a similar trend to sleep quality, with older adults reporting the happiest mornings. The 65 and above age group recorded the highest average wake-up mood at 65.67 percent, likely reflecting the benefits of more consistent and longer sleep durations.

65.67%

The 65 and above age group recorded the highest average wake-up mood at 65.67 percent

Below is a breakdown of wake-up mood across different age groups:

Below 18	60.37%
18 to 24	61.36%
25 to 34	58.46%
35 to 44	57.18%
45 to 54	57.95%
55 to 64	60.74%
65 or Above	65.67%



Which Country Wakes Up the Happiest?

The Happiest Mornings

Mexico recorded the highest average "happy wake-up mood" in both 2023 and 2024, maintaining its spot as the world's most positive morning nation.



Mexico wakes up the happiest with an average wake-up mood at 73.26 percent

Where Mornings Felt Heavier

However, not all regions woke up as cheerfully. India (down by 2.76 percent), Hong Kong (down by 2.40 percent), and Morocco (down by 2.36 percent) experienced the biggest declines in wake-up mood, reflecting growing challenges in maintaining morning optimism.



Japan has the lowest average wake-up mood at 49.79 percent

Where Mornings Got Brighter

On the other hand, Egypt (up by 5.22 percent), Chile (up by 3.45 percent), and Croatia (up by 2.73 percent) saw the biggest improvements, indicating brighter starts to the day in these regions.

A Global Perspective

Despite these shifts, the global average wake-up mood remained stable at 62.37 percent in 2024, compared to 62.61 percent in 2023, suggesting consistent morning sentiments worldwide.

Major Events and How They Affect Our Sleep

Olympic Games 2024: How the Games Affected Sleep and Morning Mood



In 2024 the world followed the Olympic Games with fascination, sparking nationwide pride and at times, sadness. Events like this can take a big part of our everyday life when they occur and therefore is also part of how we sleep during that period. This data explores how sleep was affected during the period of July 26th to August 11th and compares it to the same weekdays in a regular period to examine and compare how sleep was affected.


Interestingly, sleep metrics, such as bedtime, wake-up time, and sleep quality scores, showed no significant changes when comparing the Olympic period with a regular week despite its world wide viewing.


A Countrywide Shift in Morning Mood

However, one intriguing finding stood out: self-reported wake-up moods showed shifts during the Olympic period. These changes hint at a connection between national performance in the Olympics and collective morning sentiment.

Increased Medal Counts and Positive Wake-Up Mood


For some countries, an increase in medals coincided with a boost in wake-up mood, suggesting that Olympic success contributed to a more positive morning outlook.


 **Thailand:** +100% medal increase
+1.63% improvement in wake-up mood.

 **Austria:** +14% medal increase
+1.65% boost in wake-up mood.

Decreased Medal Counts and Lower Wake-Up Mood

Conversely, in countries where medal counts declined, wake-up mood dropped, hinting that Olympic disappointment may have dampened national morale.

 **Poland:** -29% medal shift
-1.33% decline in wake-up mood.

 **Finland:** -50% medal shift
-2.61% drop in wake-up mood.

No Change, No Shift in Mood

In countries where medal counts remained stable, wake-up mood showed little to no variation. While these changes in morning mood were modest, the data suggests that national victories may have had a small but noticeable effect on public sentiment during the Olympic period.

Understanding the Data

These findings are based on self-reported journaling data and may not fully represent the broader population. Factors such as user demographics, cultural differences in journaling habits, and variations in sample size can introduce biases. In countries with fewer users, averages may carry greater uncertainty, reflecting trends rather than definitive national sentiment shifts.

Major Events and How They Affect Our Sleep

Sleepless Elections: How 2024 Stacked Up Against 2020

The presidential election season in America is a complicated mix of stress, anxiety, and hope as political tensions run high and uncertainty lies ahead. Sleep Cycle aggregated and analyzed sleep data from the 2020 election and the 2024 election to understand how each election impacted the sleep of the American people.

While stress levels still spiked on Election Day 2024, the increase was significantly lower than in 2020. This suggests that election-related stress in 2024 may have been less intense compared to the 2020 election cycle.

34.2%

Yes the election impacted my sleep

Answered by 114,632
American users in 2024

44.4%

Yes the election impacted my sleep

Answered by 198,447
American users in 2020

18%

On Election Day 2024, reports of a "Stressful Day" in Sleep Notes increased by 18 percent compared to a regular Tuesday in October 2024

54%

On Election Day 2020, users reported a 54 percent increase in "Stressful Day" compared to a regular Tuesday in October 2020

Number of users who participated in an in-app survey, in 2024 and in 2020.

*In the Sleep Cycle app, users have the option to record Sleep Notes so they can track patterns in their daily routines that may impact their sleep health in both positive and negative ways.

Sleep Journaling

A journey across age groups

Sleep journaling in the Sleep Cycle app offers a window into how individuals worldwide reflect on their nightly habits and waking experiences. By tracking entries on sleep quality, factors affecting rest, and morning mood, users gain personalized insights into their sleep patterns. Analyzing category specific rankings, leading trends, and correlations with metrics like age and emotional wellbeing reveals valuable connections between culture, lifestyle, and sleep—helping users make more informed choices for better rest.



Good Day rises with age, becoming the top category in 65 and Above, reflecting a shift toward gratitude and optimism

Stressful Day peaks in midlife (35 to 44) as responsibilities mount, then declines in older groups

Nap and Sleep Drug appear more prominently in older groups, aligning with changes in sleep patterns and needs

18 to 25: Energetic Yet Reflective

For the youngest age group, Tired is the most common note appearing in 18.34 percent of entries, highlighting the demands of growing bodies managing academic, social, and extracurricular commitments. Other popular sleep notes include Good Day and Ate Late, which reflect a mix of positivity and late-night snacking.



25 to 34: Hustling Through Life

The Tired category peaks in this group at 19.69 percent, approximately 1.5 times more common than in 65 and Above, as the strain of balancing careers, relationships, and possibly young families sets in. Other common notes such as Coffee and Ate Late reflect the irregular schedules and coping mechanisms of this age.

35 to 44: Balancing Stress and Optimism

This group continues to prioritize Tired but notably, Stressful Day rises to 9.07 percent, (a rise from previous age group), reflecting career and family responsibilities. Interestingly, Coffee is slightly more prominent here, perhaps indicating its role in managing mounting pressures.



45 to 54: Juggling Priorities

In this age group, Tired remains significant at 16.42 percent, and Coffee takes a slightly larger share compared to younger groups. At 8.97 percent, Worked Out demonstrates the importance of maintaining health in this age group.



55 to 64: Reflecting on Balance

As life begins to slow, Tired drops to 15.02 percent, a smaller proportion than in younger age groups, though it remains the most common note. Good Day takes a more prominent role, signaling a growing focus on optimism.

65 and Above: Optimism Takes the Lead
This age group stands out for having Good Day (14.58 percent) as its top category. This significant change reflects a growing focus on gratitude and positivity. Nap (5.64 percent) emerges as a notable entry, indicating evolving lifestyle priorities.



Sleep Journaling

Global trend shifts

These insights reveal a nuanced picture of how sleep journaling evolved from last year, with some habits and categories remaining steady while others experience noticeable shifts in prevalence.

Sick +9.3%

More people added Sick as a note in their journal, possibly reflecting a shift towards a more conscious focus on health.

Alcohol -7.8%

Fewer people report drinking alcohol, potentially reflecting changing cultural or health-conscious attitudes.

Napping Nations

Morocco leads the world in number of naps.

Sleep Drugs

During 2024 we saw an increase in people adding sleep drugs in their sleep notes.



Stressful and Tired Notes

Slovenia is number one worldwide in journaling Stressful day, with 12.26 percent, a proportion nearly 4 times higher than Indonesia's 3.40 percent, the lowest globally. Slovenia also comes out on top in journaling Tired, with 23.82 percent, a proportion nearly 1.8 times higher than Japan's 13.49 percent, the lowest globally, possibly tied to cultural attitudes of stoicism or underreporting of fatigue.

Alcohol Notes

Argentina leads with the highest proportion of Alcohol sleep notes at 31.66 percent, a striking 28-fold difference compared to Saudi Arabia's minimal 1.12 percent, the lowest globally.

Period Notes

Sweden leads the world in adding Period as a sleep note at 6.26 percent, nearly 10 times higher than India's modest 0.66 percent, the lowest globally. Highlighting regional differences in how we handle menstrual health and tracking habits.

Sleep Drug Notes

During 2024 we saw an increase in people adding sleep drugs in their sleep notes. Puerto Rico is the world leader in journaling Sleep drug, with 7.47 percent, while nearby Costa Rica reports the lowest proportion globally at 0.72 percent. The United States also stands out at 4.56 percent, underscoring the widespread use of sleep drugs in a high-paced environment.

*The insights presented here are based on self-reported journaling data, which may not fully represent the broader population. Variations in sample size, user demographics (such as age and gender), and cultural differences in journaling habits can introduce biases.

How to Sleep Well

Getting quality sleep isn't just about going to bed on time—it's about creating the right conditions for your sleep. We put our Head of Sleep Science, Dr. Michael Gradisar, to work and asked him to share three science-backed strategies to help you sleep better

Understand Your Snoring

Snoring is on the rise. While many bed partners may think snoring is merely an annoyance, did you know that frequent snoring might not be so harmless after all? Frequent or "habitual snoring" is typically defined as snoring at least three to four nights per week. Snoring involves a slight restriction in breathing, which reduces the amount of oxygen the body receives while it is trying to repair itself during sleep. Instead of completing the repair process, this reduced oxygen may lead to oxidative stress over the course of the night.

Over time, frequent snoring can increase the production of reactive oxygen species (ROS). Too many ROS can overwhelm the body's cellular defenses, potentially impairing metabolism. This is why habitual snoring has been linked to various metabolic disorders, including Type 1 diabetes and even cancer. Occasional snoring, on the other hand, is generally less concerning.

How can you determine how frequently you snore? If you're fortunate enough to have a bed partner, they may be able to tell you—or perhaps that's not so fortunate! Alternatively, the Sleep Cycle app can help you track your sleep and snoring patterns. Not only will it show you how many minutes you snore each night, but it also allows you to listen to recordings of your snoring.

80%

Up to 80% of snoring happens while lying on your back, a condition known as positional snoring. Fortunately, there's a simple solution: Positional Therapy.

If you experience positional snoring, try sleeping on your side. If the snoring continues or worsens, consult a doctor.



Improve Your Sleeping Environment

Let me take you behind the curtain for a moment. When I was learning how to help people improve their sleep, I focused on their behaviors and thoughts while lying in bed. This is the foundation of cognitive-behavioral therapy for insomnia (CBT-I), which is widely regarded as one of the most effective treatments for insomnia. However, CBT-I often overlooks simpler aspects of sleep, such as the sleeping environment.

For example, we routinely ask if a person's bed is comfortable or if their room is quiet and dark. But we rarely consider one major factor that can account for up to a third of awakenings: the bed partner.

We naturally move throughout the night to avoid discomfort, even though our memory of these movements is poor. Sharing a bed—whether the same mattress or bed covers—can increase the likelihood of disruptions due to movement, noise (e.g., snoring), or shared body heat under the covers.

Handle Your Worry

Sleep researchers and clinicians have long understood the role of worry in sleep disturbances. This may explain why many common sleep tips fail— they don't address worry. Worry, often linked to stress and anxiety, is typically future-focused and involves making negative predictions. Research shows that when people try to fall asleep, most of their thoughts are about the tasks awaiting them the next day. This can spiral into worrying about the entire week and, eventually, about how little time is left to sleep before the alarm goes off.

Constructive worry

First, you schedule up to 15 min in the evening, before you go to bed, to write down your worries. When you do this, write down the top 3 worries you currently have. Then next to each worry, write down a possible solution. By completing this exercise before bedtime, you prevent associating the bed with worrying. If worries arise in bed, remind yourself that solutions are already in place, and there's nothing more to do until morning. When practiced consistently over a few weeks, constructive worry can significantly reduce racing thoughts.

This technique, along with other cognitive strategies, is available in the Program section of the Sleep Cycle app.

The Scandinavian Approach

Lately, there's been much discussion about "sleep divorces," where partners sleep in separate bedrooms. Before taking that step, consider adopting the Scandinavian approach: separate single beds joined together, with one thin overlaying mattress to minimize motion transfer.

Each person also has their own bed cover. While this setup might involve a bit more laundry, the benefits of improved sleep make it worth the extra effort.

How to Practice Constructive Worry

Worry: I need to get the toilet fixed.

Solution: Set a 10 a.m. alarm to call the plumber.

Worry: My report is due Friday, and it's not finished.

Solution: Block four hours tomorrow to work on it.

Worry: What should I wear to the party this weekend?

Solution: Message my brother for suggestions.

About this Report

The Sleep Cycle report on global sleep patterns provides a comprehensive analysis of sleep trends worldwide, combining Sleep Cycle's own, rich data insights with expert commentary. Drawing from millions of sleep sessions, it highlights variations in sleep quality, duration, and disruptions, while examining the impact of global events. Through visually engaging infographics and deep dives into sleep, the report is created to offer an understanding of how sleep behaviors differed across regions and cultures.

Methodology

This report is based on data voluntarily and anonymously shared by Sleep Cycle users. It examines sleep session data from two distinct time periods:

2023: 46,124,490 sleep sessions recorded from 812,568 users

2024: 58,908,374 sleep sessions recorded from 1,041,290 users

The analysis provides insights derived from this extensive dataset, highlighting trends and patterns across both years.

Methodology regarding the US Election

This part of the report includes data from Sleep Cycle users in the U.S. who voluntarily and anonymously shared their sleep data. It analyzes sleep session data from the last two presidential election nights, as well as a comparison of general day data, and in-app survey results gathered during the following time periods:

2024 Election

148,945 sleep sessions during the period of November 4-5, 2024

114,632 users participated in an in-app survey on November 5, 2024

General day data from the four Tuesdays prior to election night in 2024, totaling 593,558 sleep sessions

2020 Election

108,080 sleep sessions during the period of November 2-3, 2020

198,447 users participated in an in-app survey on November 4, 2020

General day data from the four Tuesdays prior to election night in 2020, totaling 472,178 sleep sessions

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