



Fidelman & Co.



QUESTION

Sleep Difficulties- Available Market

INSIGHTS

- Between 50 and 70 million adults, or between 19.76% and 27.66%, suffer with sleep difficulties.
- Over 50% of Americans over the age of 65, or more than 21,249,136 individuals, have sleeping issues.
- Americans spent approximately \$41 billion on sleep aids in 2015, and are projected to spend \$52 billion annually by 2020.

OVERVIEW

According to our research, sleep difficulties are extremely prevalent among the American population. Between [50 and 70 million adults \(1\)](#), or between 19.76% and 27.66%, suffer with sleep difficulties. [37.9% \(1\)](#) of American adults, or approximately 95,897,676 individuals, report unintentionally falling asleep during the day within the last month, and [4.7% \(1\)](#), or approximately 11,892,324 individuals, report nodding off behind the wheel of a car. Over 50% of elderly Americans (over the age of 65), or more than 21,249,136 individuals, have sleeping issues. Americans spent approximately [\\$41 billion \(7\)](#) on sleep aids in 2015, and are projected to spend [\\$52 billion \(7\)](#) annually by 2020. Below is a complete collection of our findings on this issue, including data regarding the number and percentage of Americans with a variety of sleep difficulties, and some economic data regarding sleep difficulties.

Findings

To locate information regarding Americans with sleep difficulties, we conducted a search for recent studies, surveys and relevant news articles. The [American Sleep Association \(1\)](#) (ASA) provides numerous relevant statistics, as does [SleepMed of Santa Barbara \(2\)](#). We also found useful information provided by the [American Sleep Apnea Association \(3\)](#), [Consumer Reports \(4\)](#), The [Huffington Post \(5\)](#), [BusinessWire \(7\)](#), and [MarketsandMarkets \(8\)](#). We have compiled the relevant data below.

AMERICANS WITH SLEEP DIFFICULTIES

- According to the ASA, [50-70 million \(1\)](#) American adults have some level of sleep difficulty. According to the US Census Bureau, [22.6% \(10\)](#) of Americans are under 18, so $(100-22.6)=77.4\%$ of Americans are adults. Given that the total American population is [326,909,782 \(6\)](#), this means that $(326,909,782*0.774)=253,028,171$ Americans are adults. As such, between $(50,000,000/253,028,171)=19.76\%$ and $(70,000,000/253,028,171)=27.66\%$ of American adults have problems sleeping.
- [37.9% \(1\)](#), or $(253,028,171*0.379)=95,897,676$, of American adults report falling asleep unintentionally during the day at least once a month as a result of sleeping issues, and [4.7% \(1\)](#), or $(253,028,171*0.047)=11,892,324$, report nodding off while driving.
- [10% \(1\)](#) of American adults, or $(253,028,171*0.10)=25,302,817$ individuals, have chronic insomnia.
- [25 million \(1\)](#) American adults, or $(25,000,000/253,028,171)=9.88\%$, have obstructive sleep apnea. This problem is more common in men, with between 24% and 31% of men afflicted, while only between 9% and 21% of women have the problem.
- Between [3% and 5% \(1\)](#) of adult obesity in America may be attributable to sleep issues. According to the National Institutes of Health, over [one in three \(11\)](#) American adults is

considered to be obese. If we assume that the proportion is exactly one out of every three, this means that approximately $(253,028,171 * 0.333) = 84,258,381$ American adults are obese, and between $(84,258,381 * 0.03) = 2,527,751$ and $(84,258,381 * 0.05) = 4,212,919$ American adults are obese because of sleep problems.

- About [70 million \(2\)](#) Americans have problems with 'wakefulness,' or trouble falling asleep, which equates to $(70,000,000 / 253,028,171) = 27.66\%$ of the American adult population. [60% \(2\)](#) of those adults struggling with wakefulness, or $(70,000,000 * 0.60) = 42,000,000$ individuals, have a chronic problem.
- Narcolepsy is estimated to affect approximately 200,000 Americans, or $(200,000 / 326,909,782 (6)) = 0.06\%$ of the population, though only 50,000 individuals, or $(50,000 / 326,909,782 (6)) = 0.01\%$ of the population, are diagnosed.
- Restless leg syndrome, which can result in worsened sleep, affects about [10% \(2\)](#) of Americans, or $(326,909,782 (6) * 0.10) = 32,690,978$ individuals.
- [Over 50% \(2\)](#) of Americans over the age of 65 have problems sleeping. Since the percentage of the American population over 65 is approximately [13% \(2\)](#), the total number of Americans over 65 is approximately $(326,909,782 (6) * 0.13) = 42,498,272$, and over $(42,498,272 * 0.50) = 21,249,136$ of these individuals have trouble sleeping.
- [Over 60% \(3\)](#) of American adults, or more than $(253,028,171 * 0.60) = 151,816,903$ individuals, have never been asked about their quality of sleep by a doctor, and [20% \(3\)](#), or $(253,028,171 * 0.20) = 50,605,634$ individuals, have never initiated such a discussion. This suggests that a substantial percentage of the American population has sleep disorders that are not diagnosed or problems sleeping that are not documented.
- Approximately [83.6 million \(5\)](#) American adults, or $(83,600,000 / 253,028,171) = 33.04\%$, are sleep deprived.

SLEEP DIFFICULTIES: ECONOMIC DATA

- According to BCC Research, Americans spent about [\\$41 billion \(4\)](#) on "[sleep aids and remedies \(4\)](#)" in 2015, a figure that is projected to grow to [\\$52 billion \(4\)](#) by 2020.
- The North American sleep apnea devices market size was estimated to be approximately [\\$2.3 billion \(7\)](#) in 2016 and is expected to reach [\\$3.7 billion \(7\)](#) by 2024, growing at a CAGR of [6.1% \(7\)](#).
- The US insomnia market size was estimated to be approximately [\\$3.38 billion \(8\)](#) in 2016 and is projected to grow to approximately [\\$4.24 billion \(8\)](#) by 2021, growing at a CAGR of [4.6% \(8\)](#).

Conclusion

A substantial amount of Americans struggle with sleep. Between [50 and 70 million adults \(1\)](#), or between 19.76% and 27.66%, suffer with sleep difficulties. [37.9% \(1\)](#) of American adults, or approximately 95,897,676 individuals, report unintentionally falling asleep during the day within the last month, and [4.7% \(1\)](#), or approximately 11,892,324 individuals, report nodding off behind the wheel of a car. Over 50% of elderly Americans (over the age of 65), or more than 21,249,136 individuals, have sleeping issues. Americans spent approximately [\\$41 billion \(7\)](#) on sleep aids in 2015, and are projected to spend [\\$52 billion \(7\)](#) annually by 2020.

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