



# Fidelman & Co.



## QUESTION

### Sleep Therapies - Market Overview

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#### INSIGHTS

- The amount of Americans using pharmaceuticals to fight sleeping problems is 9 million, which is 2.77% of the population.
- The amount of people combating sleep difficulties with tech devices is about 21.46 million, which is 6.6% of the population.
- Around 10.335 million Americans use sleep therapies to fight sleep difficulties, which is 3.18% of the population.

## OVERVIEW

About [9 million \(2\)](#) Americans and 2.77% of the population uses pharmaceuticals to combat difficulties with sleep. Around 21.46 million individuals in the United States and 6.6% of the population uses tech devices to assist them with sleep troubles. In addition, 10.335 million and about [3.18% \(7\)](#) of the United States population uses sleep therapy to fight sleep difficulties.

## METHODOLOGY

To begin our research, we searched for the size of the population of the United States and information on the number of individuals that suffer from sleep disorders. On the website [Market Research \(1\)](#), we discovered that the population of the United States is [325 million \(1\)](#) and that the “[sleep industry \(1\)](#)” is worth [\\$28.6 billion \(1\)](#). On the website [The Good Body \(2\)](#), we found out that the number of people in the country that take prescription sleeping pills is almost [9 million \(2\)](#). To find the percentage of Americans that use pharmaceuticals to fight sleep disorders, we divided the number of Americans taking prescription sleeping pills by the total population of the United States and multiplied the result by 100.

This calculation resembles the following:  $100 * (9 \text{ million (2)} / 325 \text{ million (1)})$ . Our calculations revealed that 2.77% of Americans use pharmaceuticals to combat sleep disorders. We then multiplied the market size of the sleep industry by the percent of Americans that use pharmaceuticals to combat sleep disorders, to find the revenue from pharmaceuticals. This calculation resembles the following:  $\$28.6 \text{ billion (1)} * (0.0277)$ . Completing this calculation reveals that revenue from pharmaceuticals used to combat sleep disorders is \$792.22 million.

Afterward, we searched for data regarding the usage of tech devices to fight sleep difficulties. On the website [CTA \(5\)](#), we found that there were [37 million \(5\)](#) units of health and fitness tech devices sold in 2017. We assume that this is also the number of individuals that use sleep technology. The site [Market Research \(1\)](#) informed us that [58% \(1\)](#) of Americans suffer from sleep disorders and insomnia. We then multiplied the number of units of health and fitness tech devices sold in 2017 ([37 million \(5\)](#)) by the percentage of Americans that suffer from insomnia and sleep disorders ([58% \(1\)](#)), to find the number of Americans with sleep disorders. Our calculations revealed that 21.46 million people suffer from insomnia and sleep disorders.

To find the percentage of the population that uses tech devices to combat sleep difficulties, we divided the number of people suffering from sleep disorders and insomnia by the total population of the United States. We then multiplied that number by 100. This calculation resembles the following:  $100 * (21.46 \text{ million} / 325 \text{ million (1)})$ . Completing this calculation reveals that 6.6% of Americans use tech devices to combat sleep difficulties.

We then multiplied the estimated size of the sleep market ([\\$28.6 billion \(1\)](#)) by the percentage of Americans that use tech devices to combat sleep difficulties, to find the amount of revenue generated from sleep tech devices. This amounted to \$1.888 billion in revenue.

Finally, we turned our attention to finding information about the number of people that use sleep therapies to combat sleep difficulties. On the website [Psychiatry Online \(7\)](#), we discovered that [3.18% \(7\)](#) of people in the United States use outpatient psychotherapy to combat sleep difficulties. These estimates are from [2007 \(7\)](#) and were used in a [2010 \(7\)](#) study. We could not locate a current percentage estimate, even after searching a number of news articles, case studies, and web publications. We assume that this estimate remains the same to this day.

To find the number of Americans that use sleep therapy, we multiplied the total population of the United States ([325 million \(1\)](#)) by the percentage of people that use sleep therapy ([3.18% \(7\)](#)). By completing this calculation, it is revealed that 10.335 million people in the United States use sleep therapy. In addition, we multiplied the percentage of people that use sleep therapy by the estimated sleep market ([\\$28.6 billion \(1\)](#)) to find the amount of revenue generated from sleep therapy. Our calculations revealed that \$909.48 million in revenue is generated from sleep therapy.

## PHARMACEUTICALS

The number of Americans that use pharmaceutical sleep aids is estimated to be [9 million \(2\)](#). This number represents approximately 2.77% of the United States population. According to [The Good Body \(2\)](#), [4% \(2\)](#) of individuals over the age of 20 reported using a prescription sleep aid over the span of a month. The site also states that between [320,000 and 507,000 \(2\)](#) deaths may have been attributed to sleeping pills in 2010. Since the year 1993, sleep medication prescriptions have exploded more than [230% \(2\)](#). Individuals over the age of [80 \(2\)](#) are the most likely to use sleep aids. Around \$792.22 million is spent on pharmaceutical sleep aids every year in the United States.

## TECHDEVICES

About 21.46 million Americans use sleep technology. This means that around 6.6% of the United States population uses sleep technology. The use of tech devices to combat sleep difficulties generates approximately \$1.888 billion in revenue every year. The use of health and fitness tech as a whole, including sleep tech, has increased almost [20% \(5\)](#) since 2016. The revenue generated from the industry has increased [19% \(5\)](#) since 2016.

## SLEEPTHERAPY

The amount of people in the United States that use sleep therapy to combat sleep difficulties is about 10.335 million or [3.18% \(7\)](#) of the population. Sleep therapy generates around \$909.48 million in revenue every year.

## OTHER USEFUL INFORMATION

According to [NBC News \(3\)](#), an estimated [164 million \(3\)](#) people have sleeping difficulties at least one time every week. That represents about [68% \(3\)](#) of the total population of the United States. As listed by [The Good Body \(2\)](#), [20% \(2\)](#) of people have been diagnosed with a sleeping disorder. About [27% \(3\)](#) of adults in the United States report that they have difficulties staying or falling asleep. Additionally, only [35% \(2\)](#) of people get [7 \(2\)](#) hours worth of sleep every night. The amount of Americans spend on sleep remedies and aids has been projected to reach [\\$52 billion \(3\)](#) by the year 2020. There are a number of suggested sleep applications, natural sleeping aids, and sleep trackers that can be utilized to combat sleep difficulties. These suggestions include:

- [Eclipse Blackout Curtains \(3\)](#)
- [C-Sleep Dimmable Light Bulb \(3\)](#)
- [Temperature Regulating Sheet Set \(3\)](#)
- [Sense WiFi Enabled Sleep Monitor System \(3\)](#)
- [Polar Sleep Plus \(3\)](#)
- [Sleep Envie Pillows \(3\)](#)
- [EyeBuyDirect Digital Protection Glasses \(3\)](#)
- [Mute Snoring \(3\)](#)
- [Rested App \(3\)](#)
- [F. Lux \(3\)](#)
- [CBT-I Coach App \(3\)](#)
- [Calm App: Sleep Stories Track \(3\)](#)

## Most Common Sleep Disorders

The following are the [most common \(2\)](#) sleep disorders affecting Americans:

Insomnia: [60 million \(2\)](#) Americans

Sleep Apnea: [22 million \(2\)](#) Americans

Restless Legs Syndrome: [12 million \(2\)](#) Americans  
REM Sleep Behavior Disorder: [3 million \(2\)](#) Americans  
Narcolepsy: [200 thousand \(2\)](#) Americans

## Conclusion

In conclusion, approximately [9 million \(2\)](#) Americans and 2.77% of the population uses pharmaceuticals to combat sleep difficulties. About 21.46 million people and 6.6% of the population uses tech devices to help them with sleep troubles. Finally, 10.335 million and about [3.18% \(7\)](#) of the United States population uses sleep therapy to fight sleep difficulties.

## SOURCES

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## 2) Sleep Statistics Reveal The (Shocking) Cost To Our Health And Society

<https://www.thegoodbody.com/sleep-statistics/>

## 3) Can't sleep? These smart products can help.

<https://www.nbcnews.com/better/health/14-smart-products-help-you-fall-asleep-faster-ncna765111>

## 4) Why Americans Can't Sleep

<https://www.consumerreports.org/sleep/why-americans-cant-sleep/>

## 5) Biosensors, Sleep Data Highlight CTA's Health &amp; Fitness Technology Summit

<https://www.cta.tech/News/Press-Releases/2017/May/Biosensors,-Sleep-Data-Highlight-CTA%E2%80%99s-Health-Fi.aspx>

## 6) Therapy for Sleep Disorders: CBT and Other Treatment Alternatives

<https://www.helpguide.org/articles/sleep/therapy-for-sleep-disorders.htm>

## 7) Psychiatry Online

<https://ajp.psychiatryonline.org/doi/full/10.1176/appi.ajp.2010.10040570>