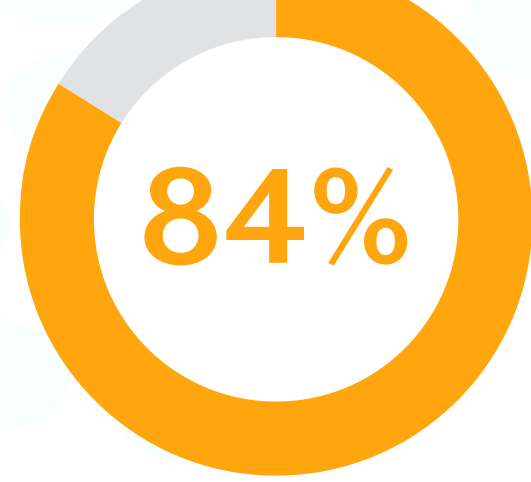




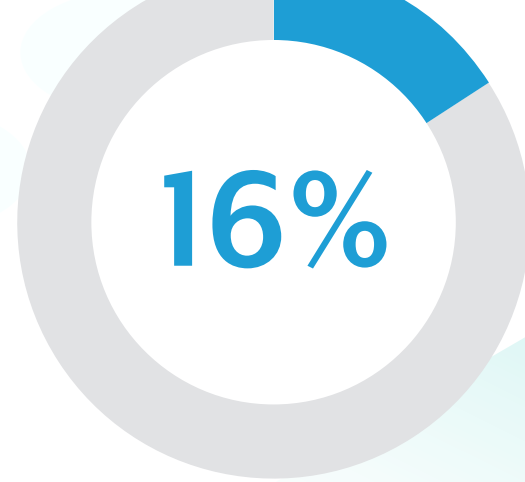
Counting Sheep

Where Consumers find Help with Sleep

Our [wellness framework](#) considers all aspect of what keeps us well—physically, mentally, socially, and externally. Sleep directly influences physical health while indirectly affecting the other components. [Not enough sleep](#) can impede alertness, impair memory, and result in moodiness. Luckily, most people take sleep seriously.

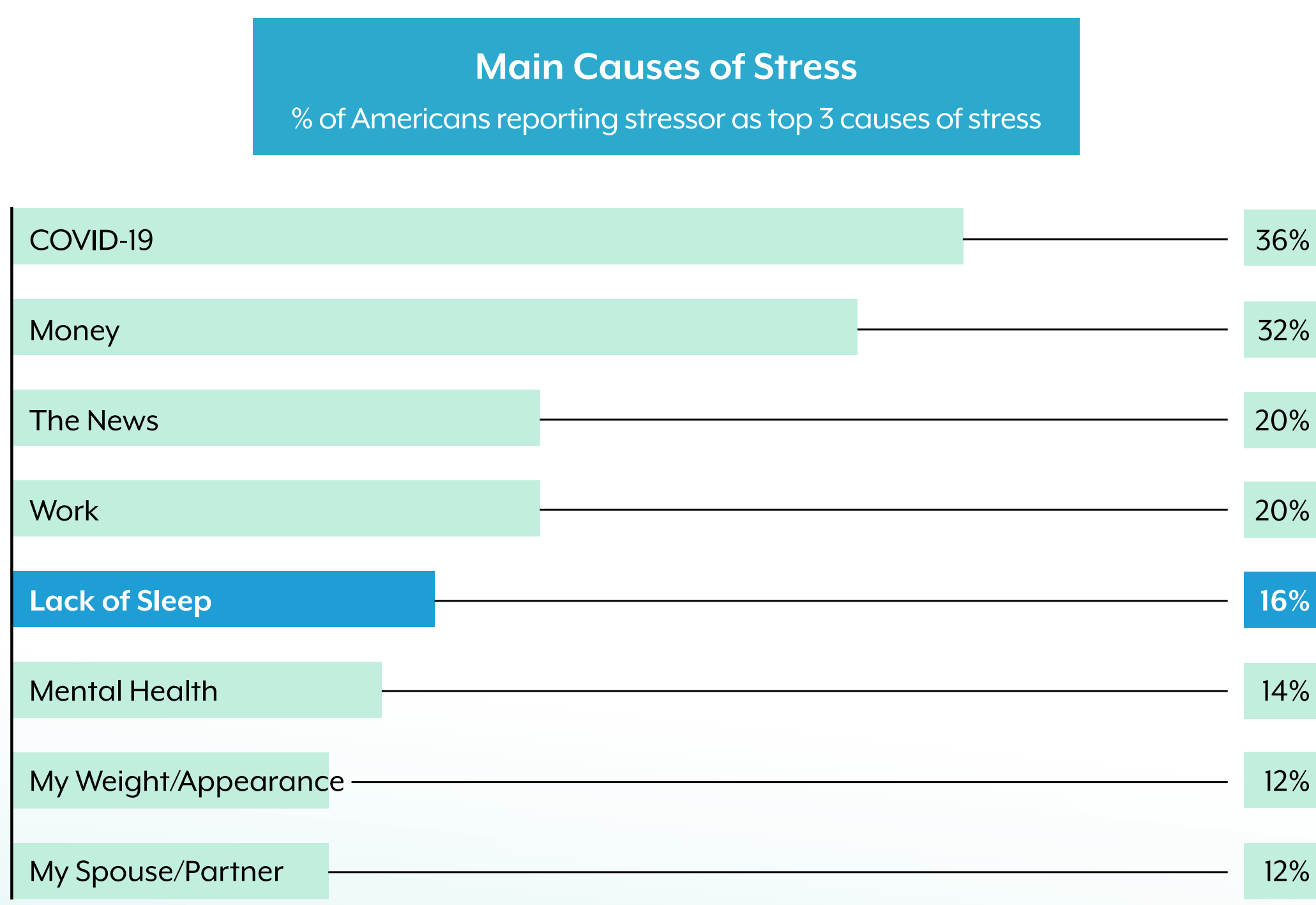


American consumers agree "sleep is a priority."



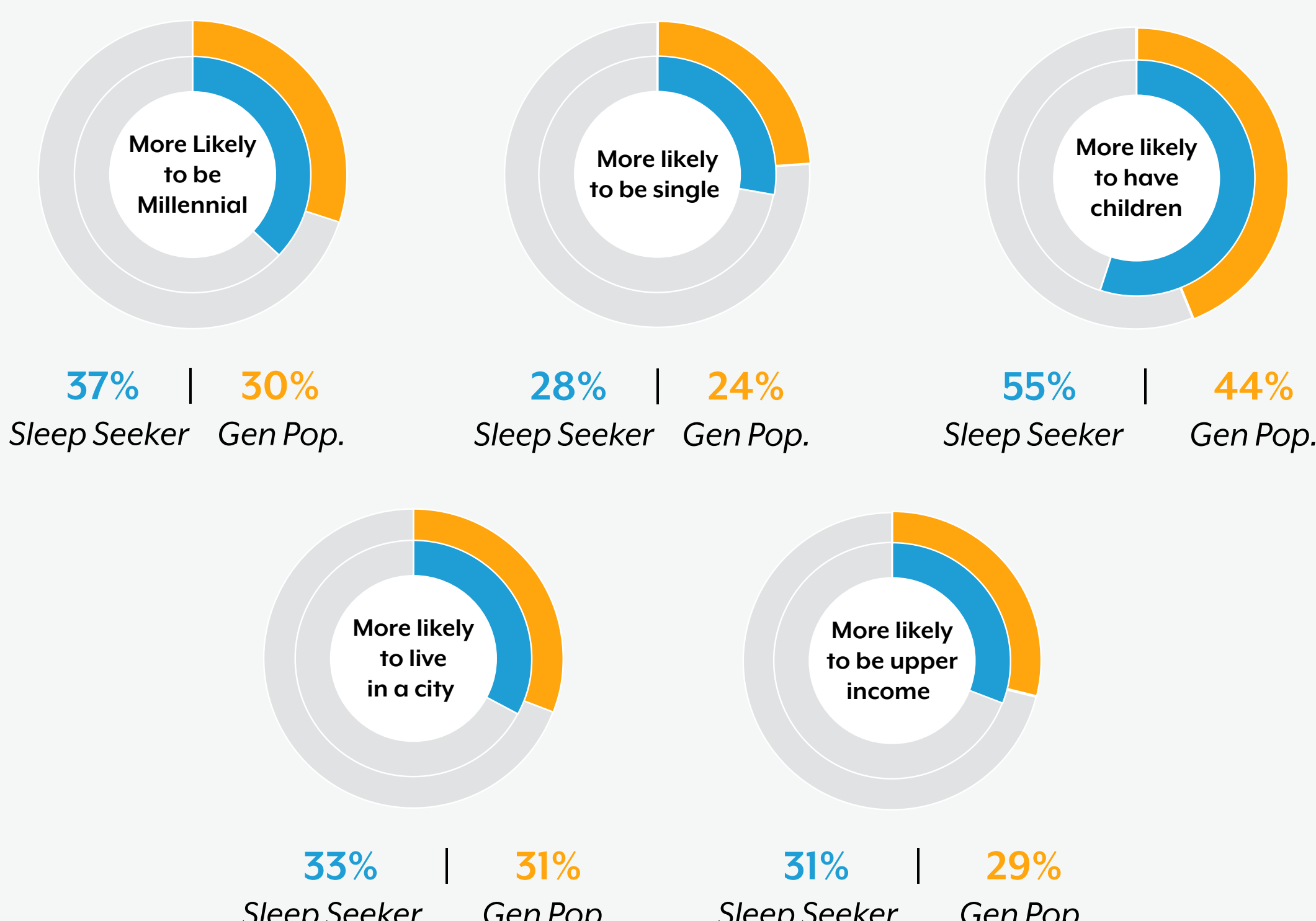
Americans are "stressed by lack of sleep"

While 21% of Americans list "difficulty sleeping" as a medical condition they have, **16% report "lack of sleep" as one of their top 3 stressors**. It is #5 on the list of top stressors, stressing more people out than "my weight or appearance" and "my partner or spouse."

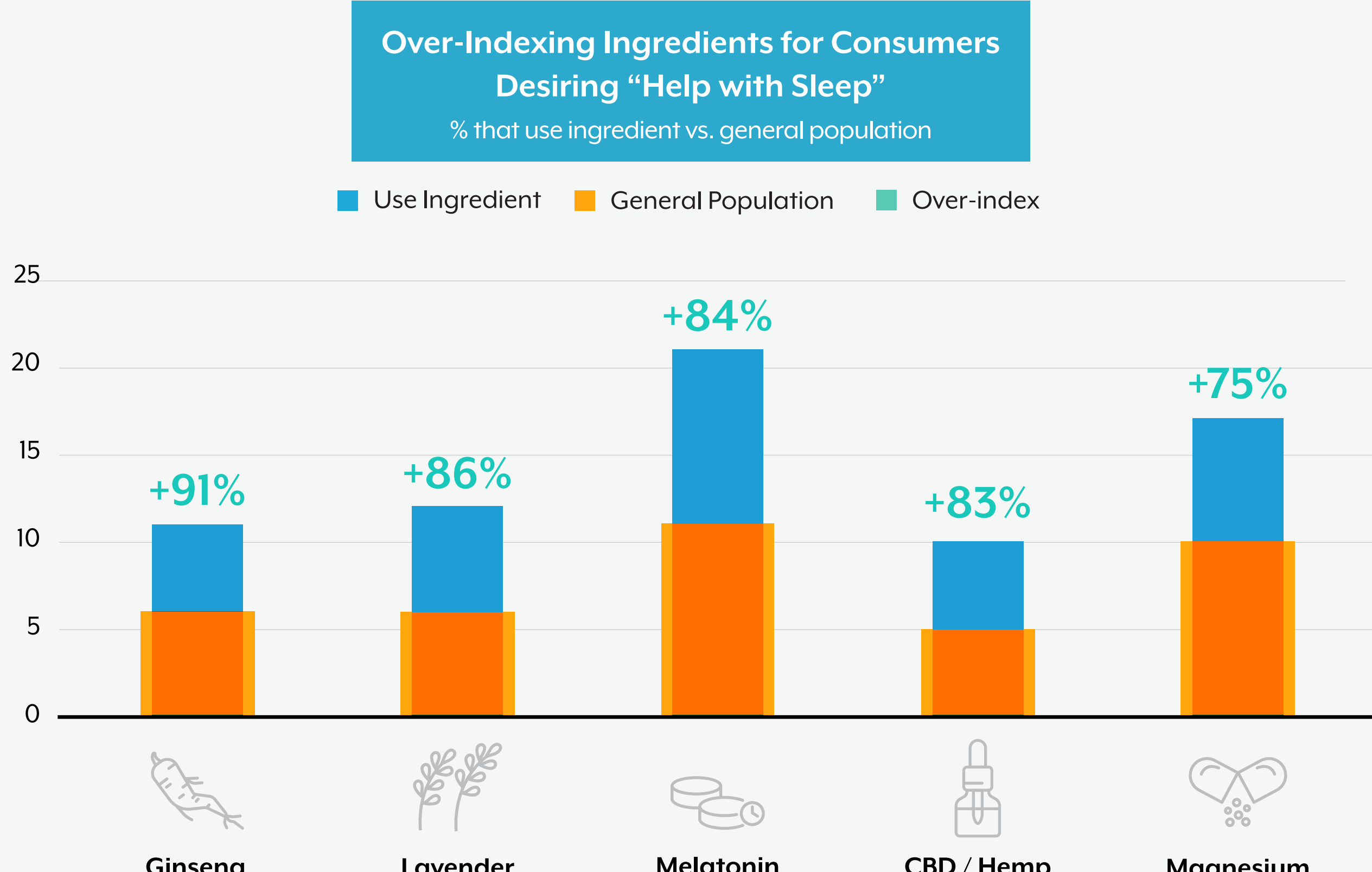


19% of Americans look for products that help with their sleep.

Some people fall asleep upon hitting a pillow, others need some help. There's no shortage of products to help with sleep—from lavender pillow spray to melatonin tablets. So who is searching for sleep? We dig into the demographics of these "sleep seekers."



What ingredients do these "sleep seekers" care about? Consumers who look for products that "help with sleep" over-index for nearly all wellness ingredients, especially ginseng, lavender, melatonin, CBD, and magnesium.



Sleep Seekers Nutritional Attitudes

Those searching for "help with sleep" from the products they buy like to be **ahead of the trends**. Most of them research new health concepts, and over 1/3 report they're the first to try new diets. They also over-index for trends like buying organic and subscribing to meal kit services.

