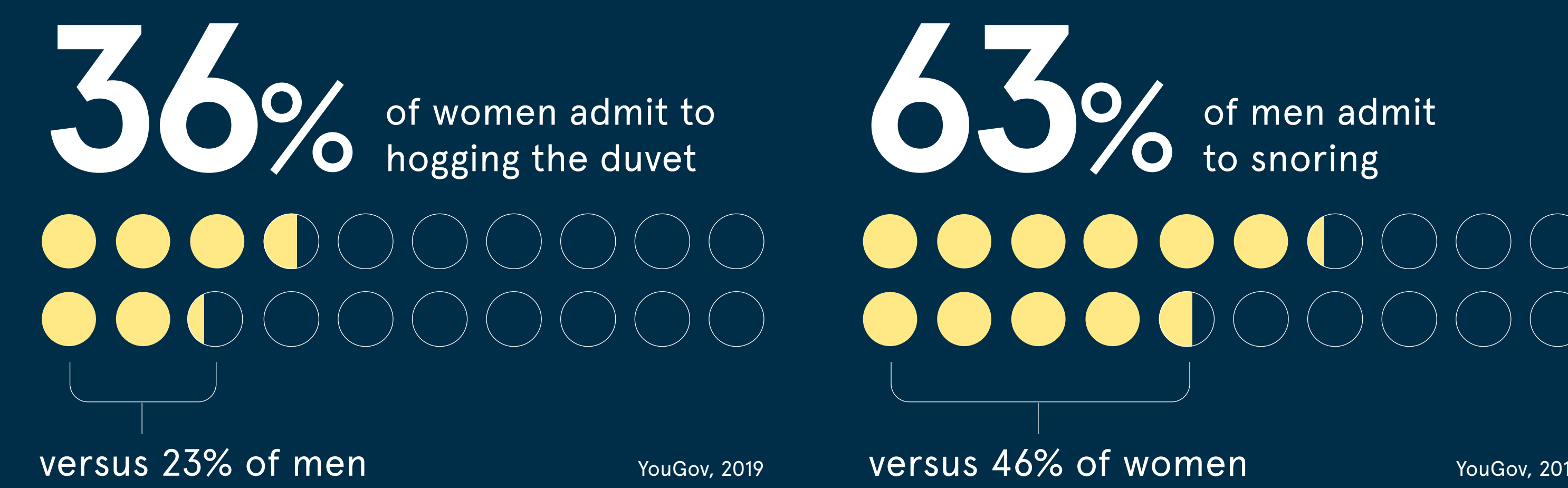


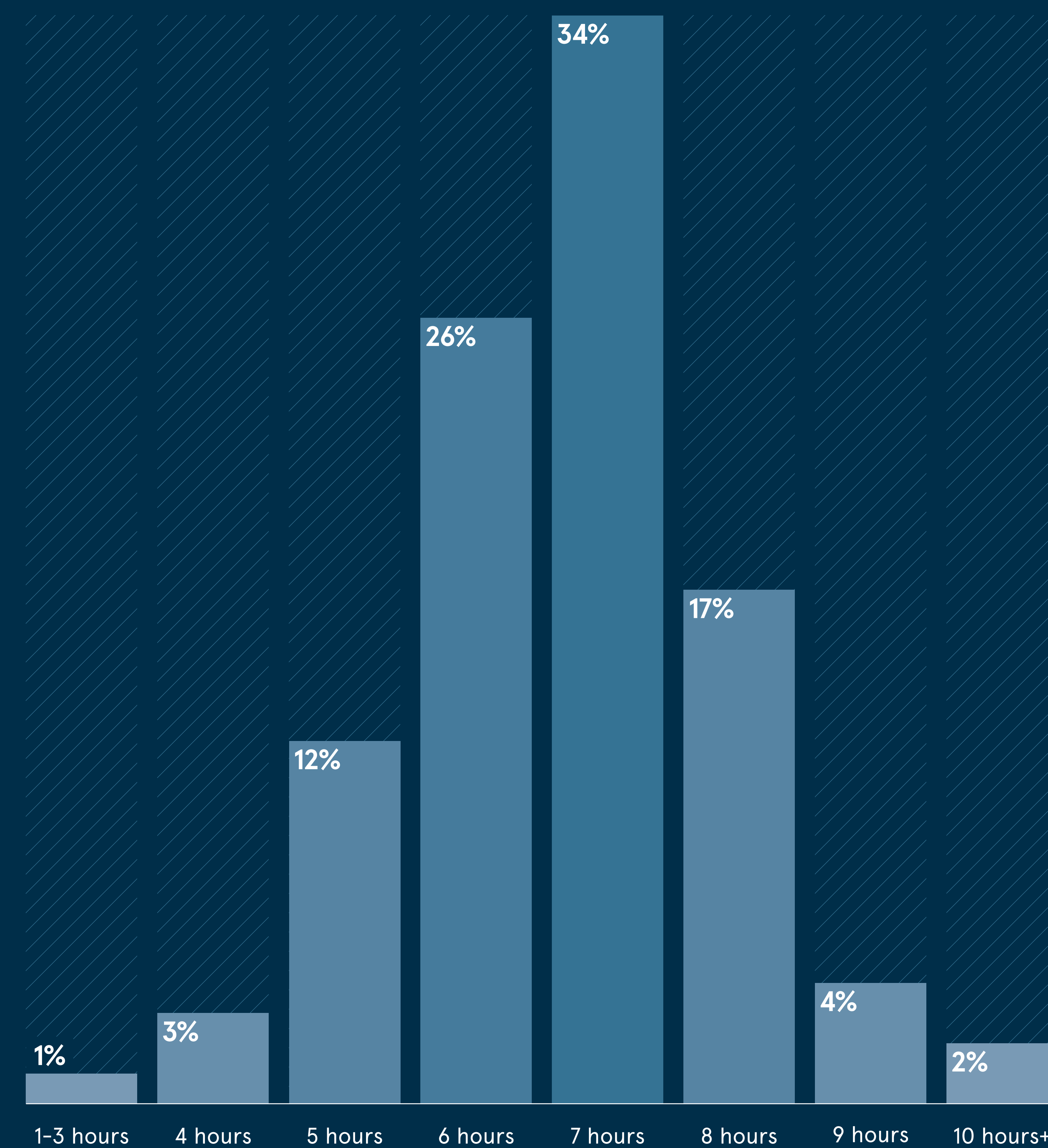
THE NEED FOR SLEEP

We spend up to a third of our lives sleeping, yet many of us struggle to get a decent night's rest. The Covid crisis has seemingly exacerbated the problem, so it's no wonder that the market for sleep and wellness products is set to soar as people seek new and ever more inventive ways to help themselves drift off



HOW MANY HOURS BRITONS SLEEP AT NIGHT

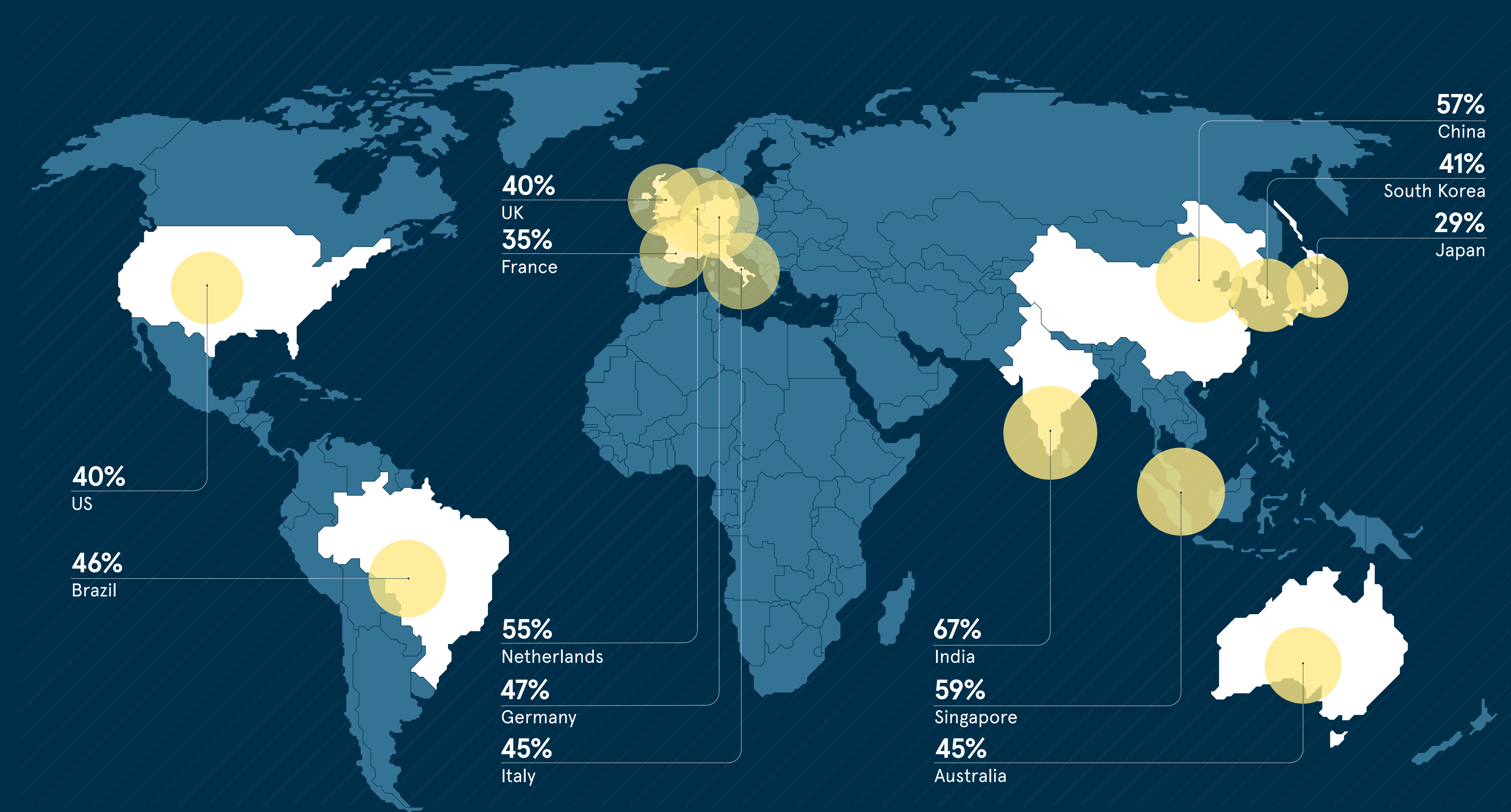
Average sleep per night in the week to 20 May 2021



MOST PEOPLE ARE NOT SATISFIED WITH THEIR SLEEP

Percentage of adults completely or somewhat satisfied with their sleep

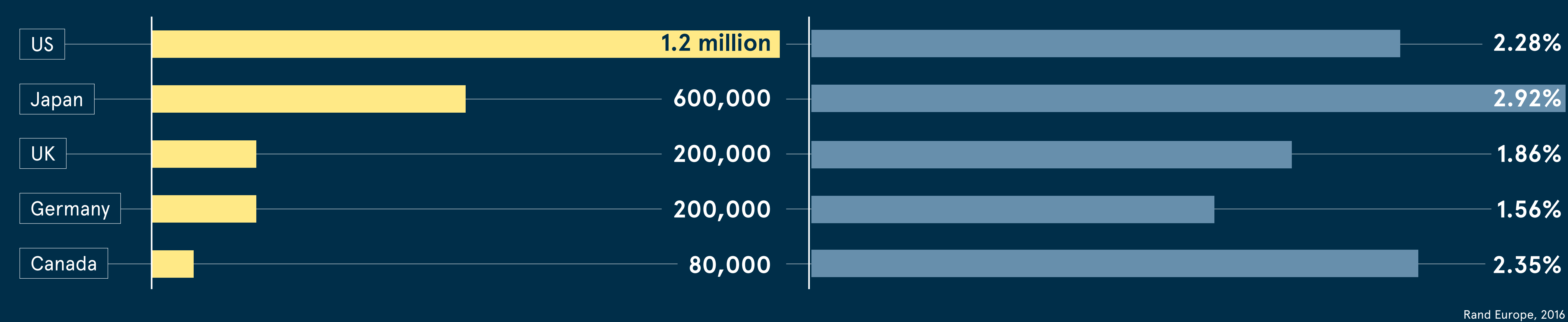
KJT Group, 2021



THE ECONOMIC COSTS OF INADEQUATE SLEEP

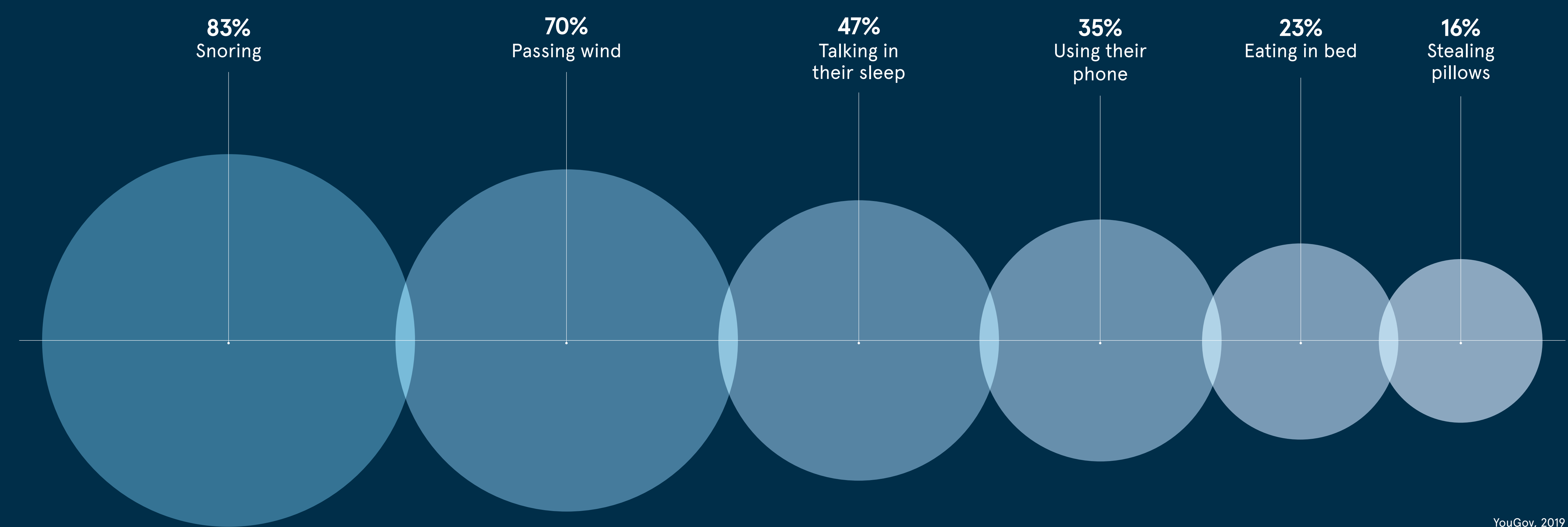
Annual losses in selected countries

Working days % of GDP



SOMETIMES POOR SLEEP IS DOWN TO WHOM YOU SHARE A BED WITH

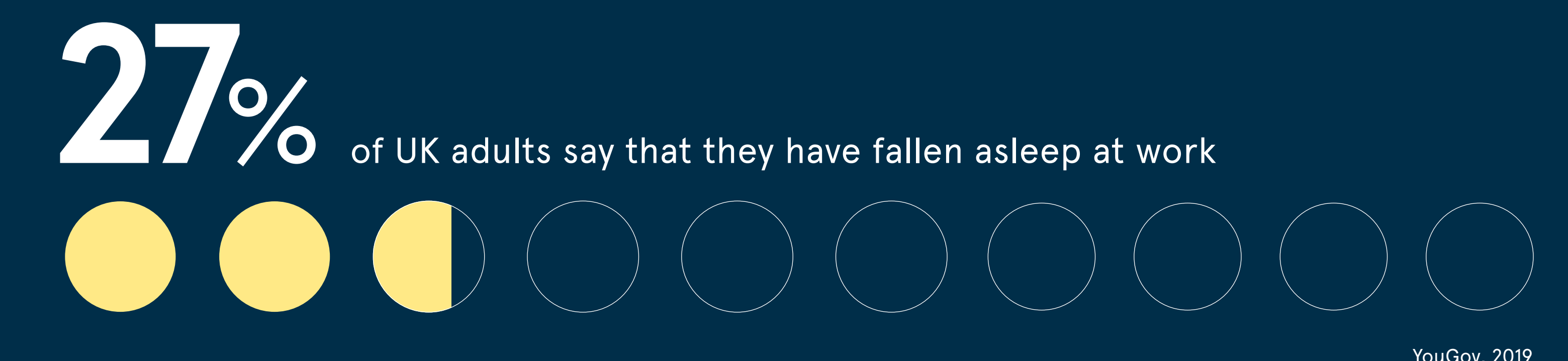
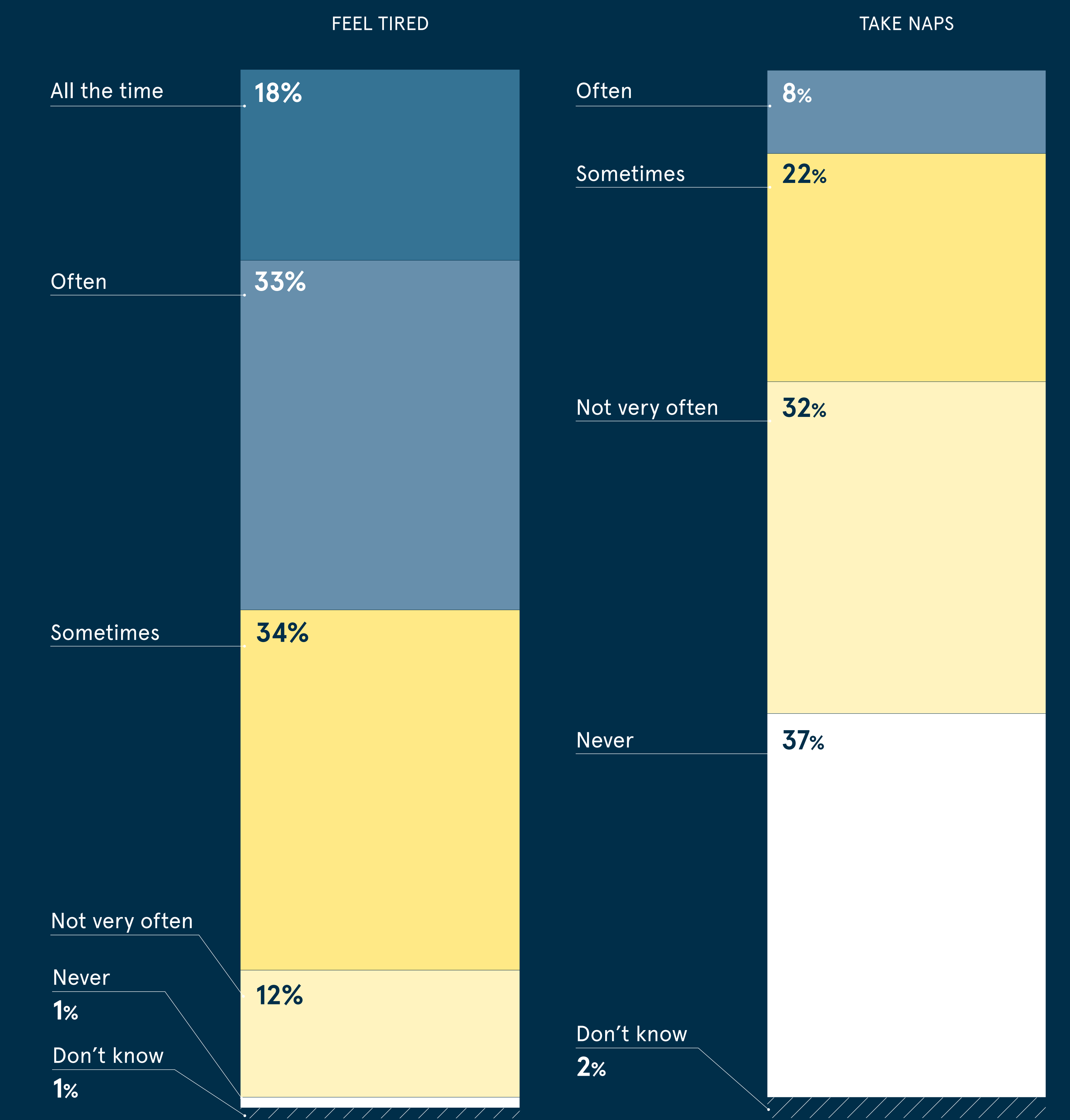
Percentage of people in relationships who complain about the following bedtime behaviour by their partners



UK ADULTS SPEND A LOT OF THEIR TIME FEELING TIRED AND OFTEN RESORT TO TAKING NAPS

Frequency with which UK adults say they feel tired or nap, 11 March 2021. (Percentages may not total 100%, owing to rounding)

YouGov, 2021



THE SLEEP ECONOMY IS SET FOR RAPID GROWTH

Forecast global market value of products, services and applications connected to sleeping (\$bn)

Frost & Sullivan, 2019

