

AASM Sleep Prioritization Survey

Social Media Sleep Trends

Survey Methodology

The American Academy of Sleep Medicine commissioned an online survey of 2,007 adults throughout the United States. The margin of error for the overall sample is +/- 2 percentage points with a confidence level of 95 percent. Fieldwork took place between June 5 and June 13, 2025, by Atomik Research, an independent market research agency.

Question

Have you tried any of these social media sleep “trends”?

Results

- Over half of U.S. adults (56%) have tried one of this year’s viral social media sleep trends
- Over one-fourth (27%) of U.S. adults have tried mindfulness, meditation or breathwork
- Almost one-fifth (19%) of U.S. adults have taken magnesium
- Almost one-fifth (18%) of U.S. adults have tried “bed rotting,” or staying in bed for extended periods of time

Overall Results

Total	2,007
None of these	44%
Mindfulness, meditation, breathwork	27%
Taking magnesium	19%
Bed rotting (staying in bed for extended periods of time)	18%
“Sleepmaxxing” (investing in products, strategies to optimize sleep quality)	12%
“Morning shed” (using numerous beauty products at night to improve skin/hair in the morning)	12%
Sleeping in 90-min increments	12%
Sleep tourism (focusing on sleep-related amenities)	10%
Mouth taping	7%
Other, please specify	1%

Almost one-fifth (18%) of U.S. adults have tried bed rotting.

Results by Gender

	Male	Female
Total	1,005	999
None of these	42%	45%
Mindfulness, meditation, breathwork	27%	27%
Taking magnesium	18%	20%
Bed rotting (staying in bed for extended periods of time)	17%	19%
“Sleepmaxxing” (investing in products, strategies to optimize sleep quality)	15%	9%
“Morning shed” (using numerous beauty products at	13%	11%

Women (20%) are most likely to have tried taking magnesium to aid sleep than men (18%).

night to improve skin/hair in the morning)		
Sleeping in 90-min increments	15%	9%
Sleep tourism (focusing on sleep-related amenities)	14%	7%
Mouth taping	9%	6%
Other, please specify	0%	1%

Results by Age Group

	18-24	25-34	35-44	45-54	55-64	65+
Total	233	397	398	347	332	300
None of these	27%	29%	35%	45%	59%	69%
Mindfulness, meditation, breathwork	31%	34%	34%	26%	20%	16%
Taking magnesium	18%	19%	22%	21%	17%	16%
Bed rotting (staying in bed for extended periods of time)	31%	29%	18%	17%	10%	5%
“Sleepmaxxing” (investing in products, strategies to optimize sleep quality)	13%	18%	16%	14%	5%	3%
“Morning shed” (using numerous beauty products at night to improve skin/hair in the morning)	18%	20%	14%	12%	5%	2%
Sleeping in 90-min increments	14%	17%	17%	13%	6%	4%
Sleep tourism (focusing on sleep-related amenities)	14%	17%	14%	10%	4%	2%
Mouth taping	13%	12%	10%	5%	2%	2%
Other, please specify	0%	0%	0%	1%	1%	1%

U.S. adults 18-24 (73%) are the most likely to have tried a social media sleep trend. Adults 65+ are the least likely (31%).

About the American Academy of Sleep Medicine

Established in 1975, the AASM advances sleep care and enhances sleep health to improve lives. The AASM has a combined membership of 12,000 accredited sleep centers and individuals, including physicians, scientists and other health care professionals who care for patients with sleep disorders. As the leader in the sleep field, the AASM sets standards and promotes excellence in sleep medicine health care, education and research (aasm.org).