

# AASM Sleep Prioritization Survey

## Consumer Spending on Sleep Products

### **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**

Excluding a mattress, how much money have you spent on consumer products (sleep trackers, pillows, weighted blankets, sleep tech, etc.) to improve your sleep in the last year?

### **Results**

- Most adults (51%) say they spent no more than \$100 on consumer products to improve their sleep in the last year.\*
- Men (20%) are more likely than women (12%) to say they have spent between \$200 and \$500 on consumer products to improve sleep in the last year.\*
- Adults aged 18-24 (37%) and 25-34 (35%) are the most likely age groups to say they spent between \$100 and \$200 on consumer products to improve their sleep in the last year.\*

\*Excluding money spent on a mattress

### **Overall Results**

Total	2,007
\$0-\$100	51%
\$100-\$200	28%
\$200-\$500	16%
Over \$500	6%

Most adults (51%) say they have spent \$100 or less on consumer products to improve their sleep in the last year.\*

### **Results by Gender**

	Male	Female
Total	1005	999
\$0-\$100	45%	56%
\$100-\$200	29%	27%
\$200-\$500	20%	12%
Over \$500	6%	5%

Men (20%) are more likely than women (12%) to say they have spent \$200-\$500 on consumer products to improve their sleep in the last year.\*

### **Results by Age Group**

	18-24	25-34	35-44	45-54	55-64	65+
Total	233	397	398	347	332	300
\$0-\$100	39%	37%	41%	48%	65%	77%
\$100-\$200	37%	35%	31%	28%	21%	15%
\$200-\$500	19%	19%	21%	19%	10%	7%
Over \$500	5%	9%	7%	5%	5%	1%

Adults aged 18-24 (37%) and 25-34 (35%) are the most likely age groups to say they spent between \$100 and \$200 on consumer products to improve their sleep in the last year.\*

### **About the American Academy of Sleep Medicine**

Established in 1975, the AASM is a medical association that advances sleep care and enhances sleep health to improve lives. The AASM membership includes more than 9,500 physicians, scientists, and other health care professionals who help people who have sleep disorders. The AASM also accredits 2,300 sleep centers that are providing the highest quality of sleep care across the country ([aasm.org](http://aasm.org)).