

Global Sleep 2023 Health Insights

SAMSUNG



Samsung Sleep Health Insights Panel



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Our approach

to improve the health of billions



It all starts with

sleep



Because a good night's sleep is foundational to holistic health, we focus on three key elements:

1

UNDERSTANDING
PERSONAL
SLEEP PATTERNS

2

BUILDING BETTER
SLEEP HABITS

3

ESTABLISHING A
SLEEP-FRIENDLY
ENVIRONMENT

As everyone's sleep pattern is different, it's important to learn what's unique about yours. Samsung has made tracking and understanding that easy via Galaxy Watch, providing:

In-depth Analysis of Sleep Score Factors

including total sleep time, sleep cycle, awake time, snore detection, plus physical and mental recovery — helping users understand the quality of sleep received each night.

Personalized Sleep Messages

co-developed with the National Sleep Foundation — providing users with detailed feedback about their sleep health each morning.

Sleep Consistency

insights to show how consistent sleep and wake times are, which a large body of scientific evidence suggests is essential to overall health.

Establishing good habits is equally important.

Samsung makes it simple with our sleep coaching program:

A personally tailored, monthlong program that tracks and analyzes sleep patterns and helps set healthy habits and routines for a consistent good night's sleep.

Sleep Animals

enable users to learn more about their sleep patterns with an assigned Sleep Animal Symbol — an archetype based on their own sleep time, consistency and awake time.



3

ESTABLISHING A SLEEP-FRIENDLY ENVIRONMENT

Small things like screen light or room temperature can impact our sleep. Galaxy Watch recognizes when you fall asleep and automatically controls settings of connected devices for an optimal sleep environment.





Samsung partners with industry leaders to bolster our insights and create more impactful products and experiences for better sleep and holistic health.



2023

Global Sleep Health Insights

Have we been sleeping well?

12

7h 30m

82

Excellent

1

OVERVIEW

2

SLEEP DURATION
& EFFICIENCY

3

SLEEP
DEBT

4

SLEEP
ANIMALS

5

SLEEP
COACHING

6

REGIONAL
INSIGHTS

Methodology

In one of the largest single sleep health studies ever conducted; Samsung looked to answer the question, “Have we been sleeping well?”

716M

nights of sleep

195

markets

June 2021 to May 2023

study time period

About Samsung Health

Samsung Health tracks various aspects of daily life contributing to personal well-being such as physical activity, diet and sleep.

Nutrition

Create healthy eating habits by recording your daily meals and snacks with Samsung Health.



Health Measurements

Set the right goals based on body measurement with Body Composition Monitoring.



Mindfulness

Discover powerful meditation tools that will help you relieve stress throughout your day.



Sleep

Monitor your sleep throughout the night and get valuable insights into how you're actually sleeping.



64M

monthly active Samsung Health app users

Study Finding:

Active sleep tracking* in 2023 has increased

182%

from 2021

*Active tracking at least one night a week for a year

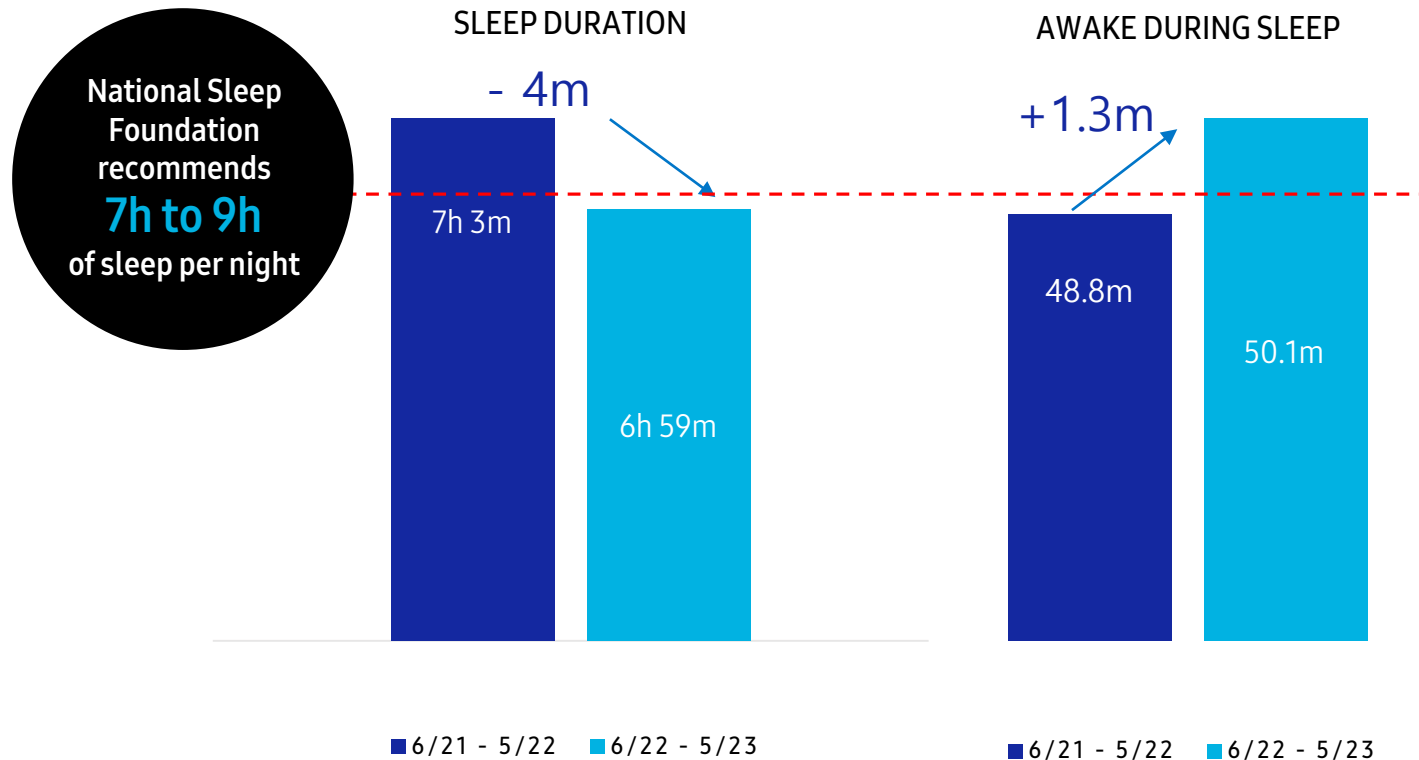
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There is a global sleep dilemma

Interest in sleep is on the rise, but **sleep duration** and **efficiency** are decreasing.



Our sleep is impacted because **we're sleeping less and waking up more often throughout the night.**



Key Findings:

Compared to a year ago, sleep duration dropped to **under 7 hours** globally.

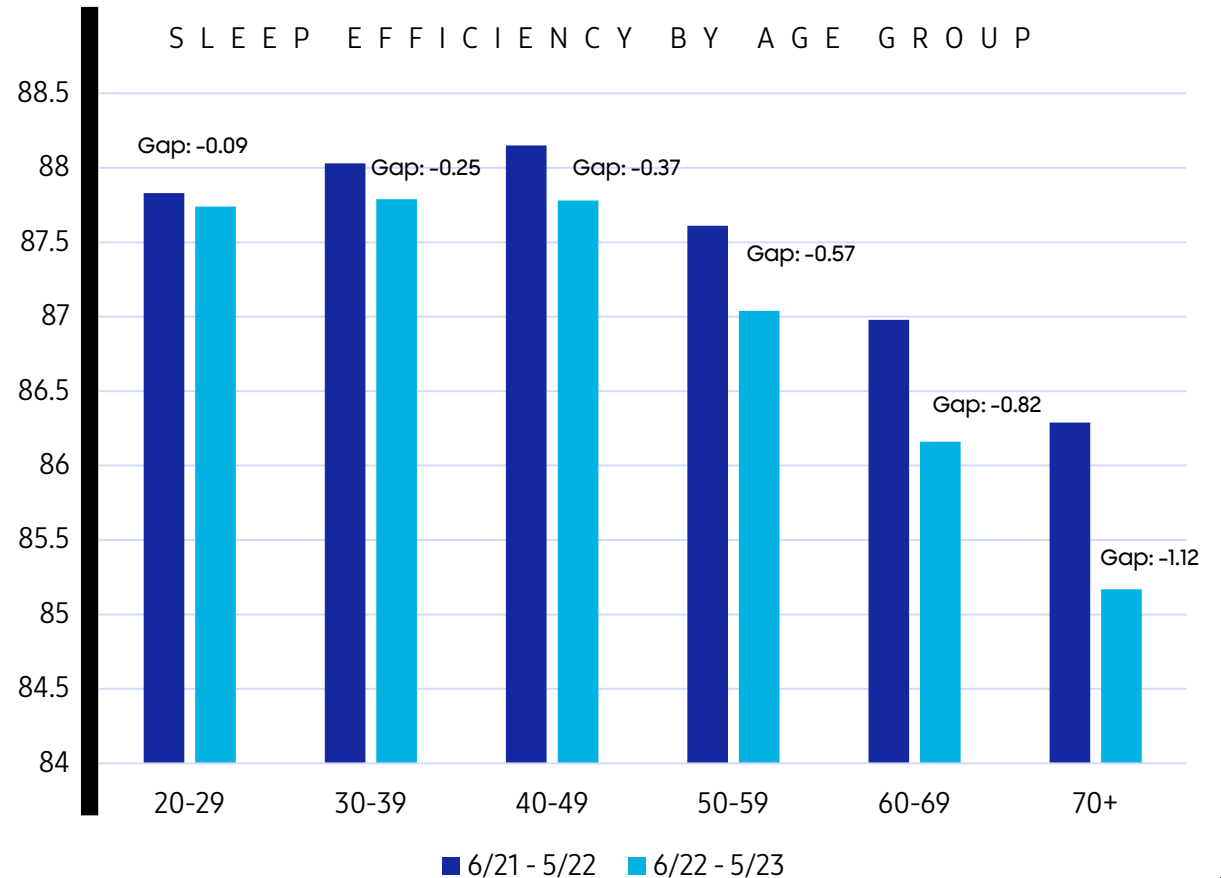
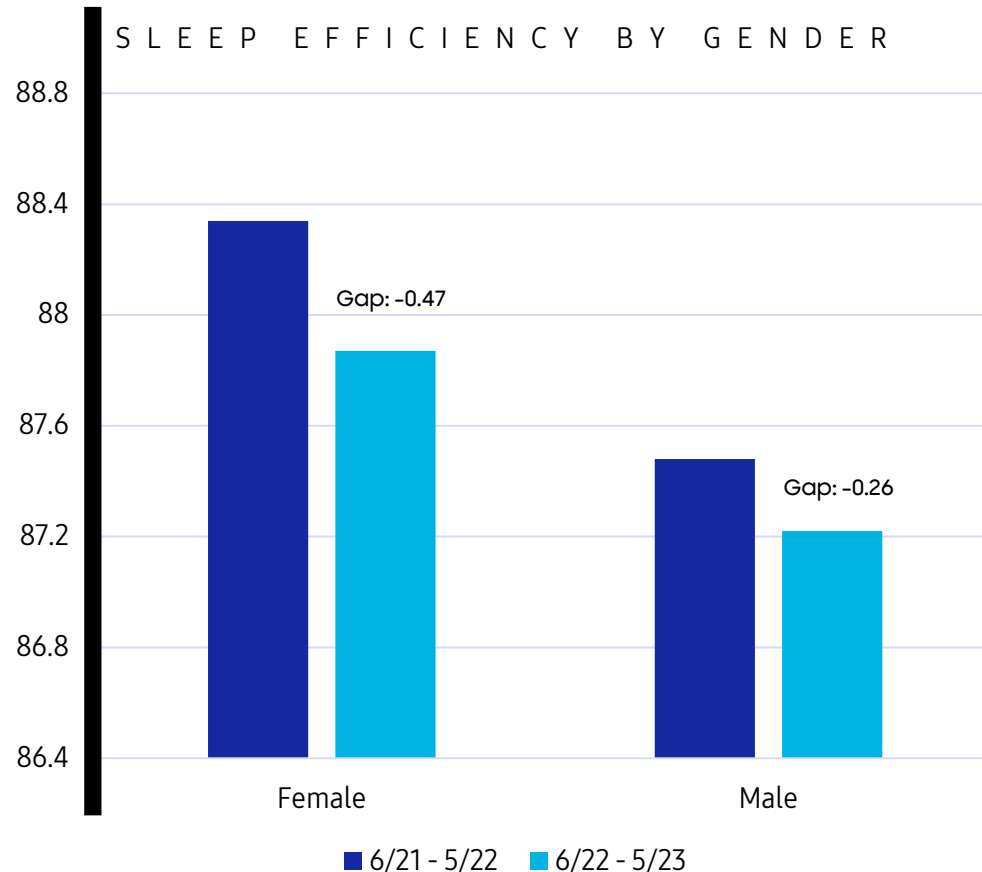
Awake time during sleep has increased by **1.3 minutes** a night.

This awake time during the night has led to a **decrease in sleep efficiency.**

Sleep Efficiency:

the amount of time spent in bed relative to the amount of actual sleep.

While everyone is affected, females and older generations are most impacted, experiencing the sharpest decline in sleep efficiency.



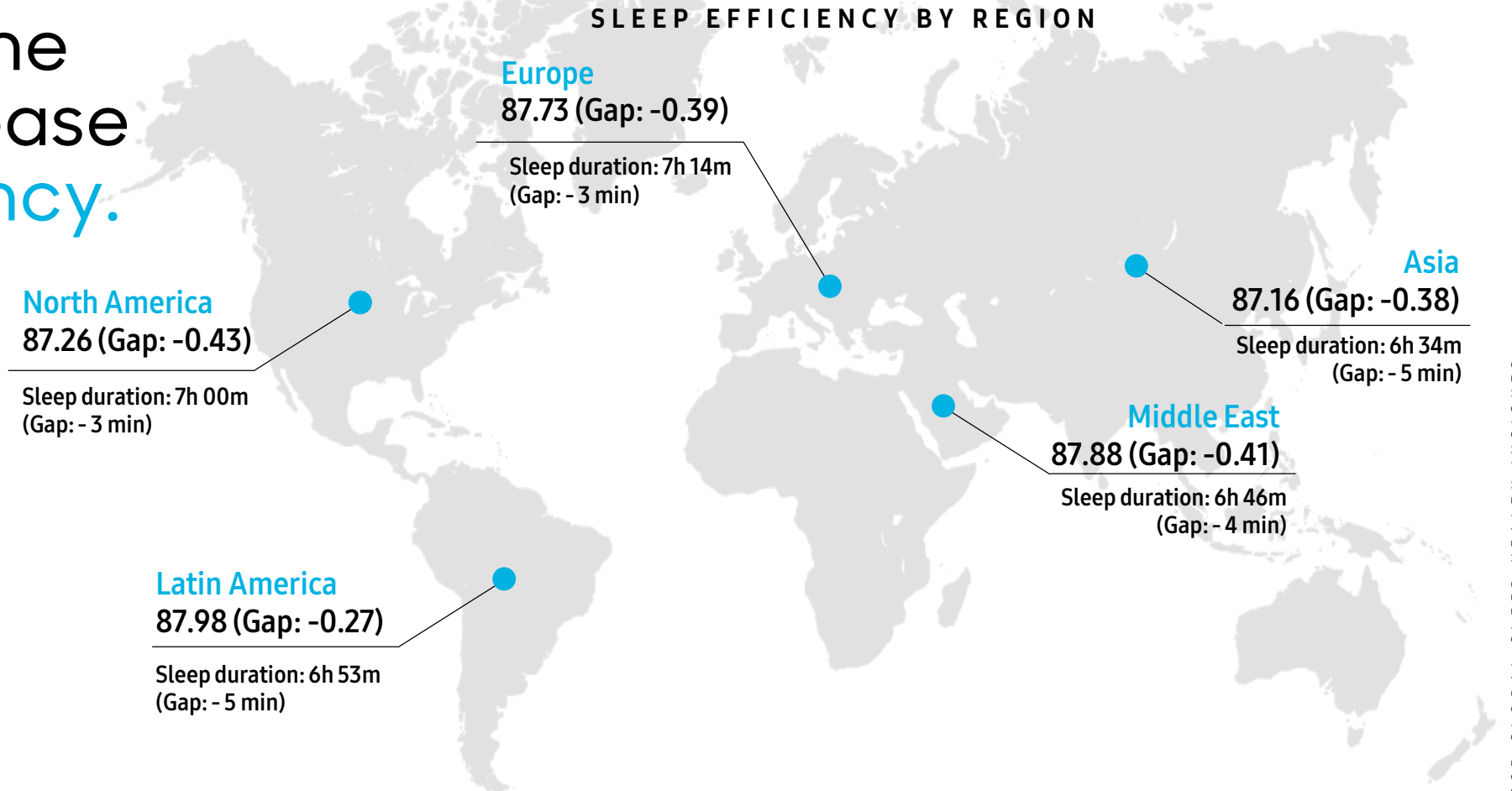
This is a trend globally – but North America is experiencing the greatest decrease in **sleep efficiency**.

Key Finding:

North America witnessed the greatest decrease in Sleep Efficiency, followed by the Middle East.

Latin America had the highest Sleep Efficiency rating, while Asia maintained the lowest.

Outside of Europe & North America, the other regions had less than seven hours.



3

Sleep Debt - an index to measure sleep inconsistency - contributing to sleep issues globally



Overall, sleep debt is highest among those in their 20s, **nearly double that of 70 and older.**

Key Findings:

Users in their 20s have the largest sleep debt — with an average of

**49
MINUTES**

of sleep difference between weekdays and weekends

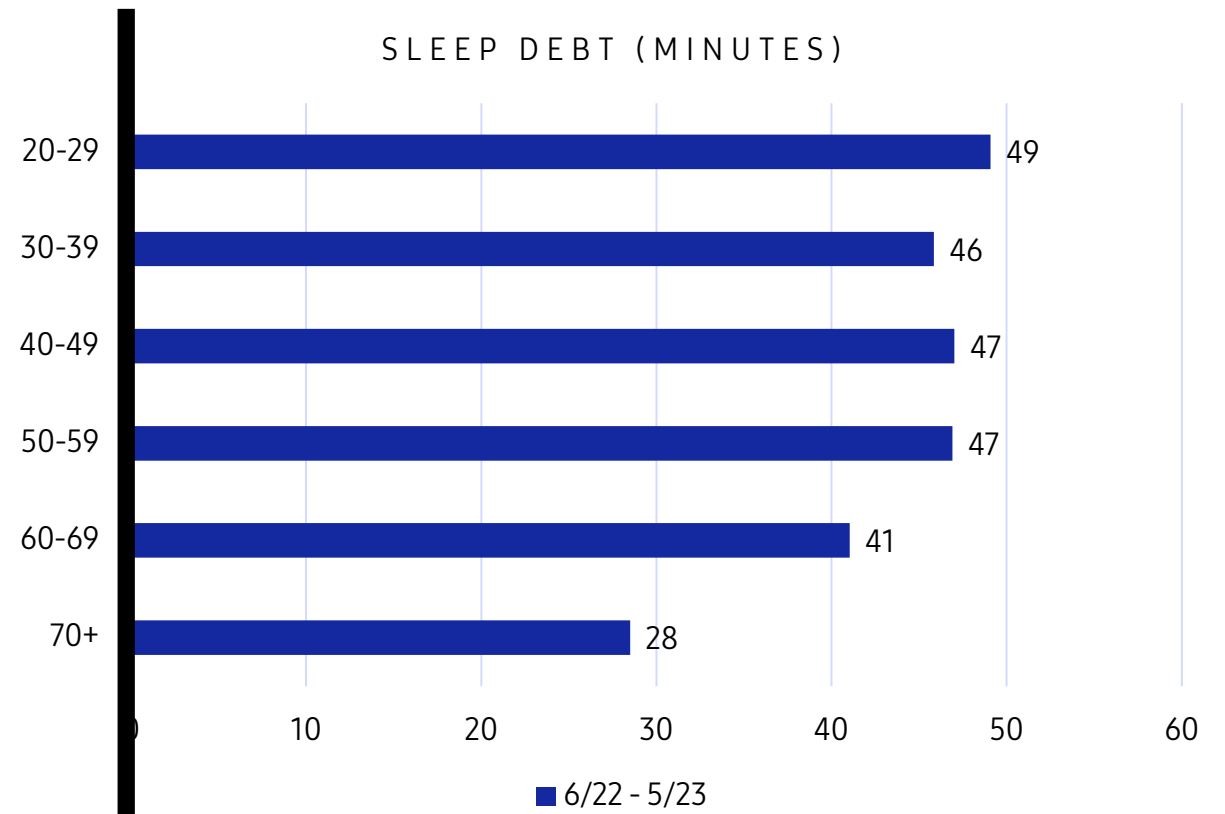
Those in their **70s** or older have the smallest sleep debt, with a difference of

**29
MINUTES**



Sleep debt:

average sleep duration on the weekend minus average sleep duration on the weekdays

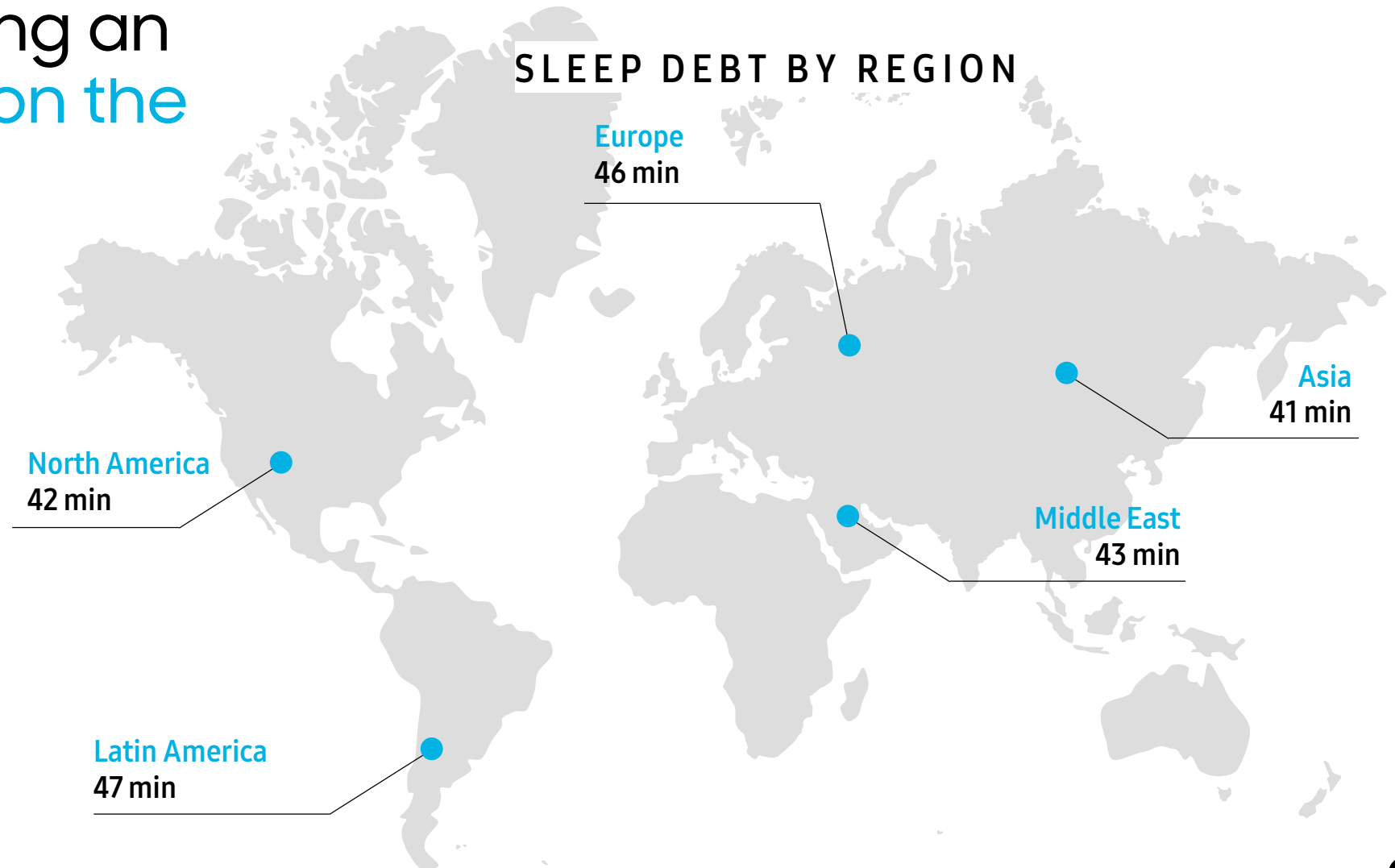


Globally on average people are sleeping an extra **44 minutes on the weekends.**

Key Findings:

Asia had the smallest Sleep Debt, followed by North America.

Latin America had the highest average sleep debt, followed by Europe.


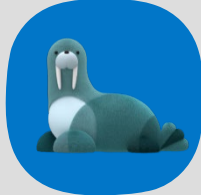
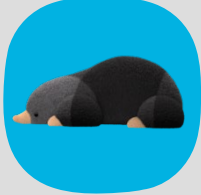


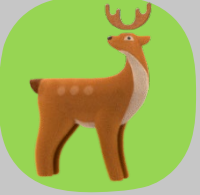




























4

To better understand the prevailing type of sleeper globally, we looked at which **sleep animals** were most prevalent...



Sleep time, sleep consistency and awake time* help identify what sleep animal we are.

	TIER 1	TIER 2			TIER 3			TIER 4
								
	UNCONCERNED LION	EASYGOING WALRUS	SUN AVERSE MOLE	NERVOUS PENGUIN	SENSITIVE HEDGEHOG	CAUTIOUS DEER	ALLIGATOR ON THE HUNT	EXHAUSTED SHARK
SLEEP TIME								
SLEEP CONSISTENCY								
AWAKE TIME								

*Requires sleep data of 7 days, including 2 days off



GOOD



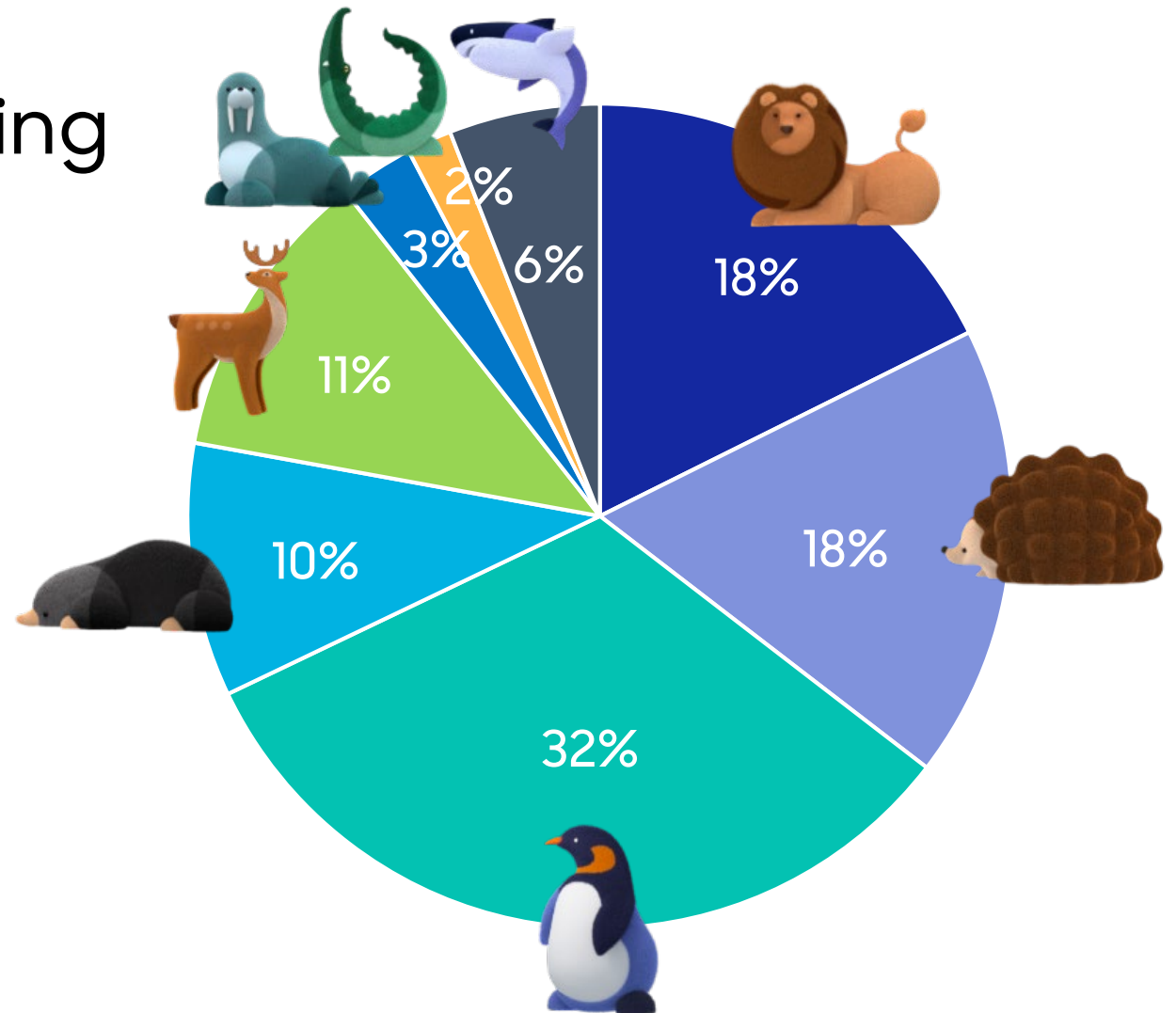
POOR

The world is made up of **Nervous Penguins**, exhibiting good sleep time and consistency, but poor awake time.

Key Findings:

When it comes to sleep animals, **a majority of the world** are categorized as “**Nervous Penguins**,” indicating light sleepers who have difficulty with poor awake times.

Bucking the global trend, **Argentina, Spain and Türkiye** are majority “**Sensitive Hedgehogs**,” meaning they may be more active at night while sleeping more during daylight hours like with a siesta.



Age plays a factor too, with younger gens trending to **Sensitive Hedgehogs** and **Sun Averse Moles**, while older gens are more **Cautious Deer**.


Unconcerned Lion:

Sleeps for an average of 10 – 12 hours a day


Easygoing Walrus:

Awake for 84 Hrs/Sleep for 19


Sun Averse Mole:

Sleeps about 8 hours; nocturnal


Nervous Penguins:

Sleeps sporadically; always nervous


Sensitive Hedgehogs:

Active at night; watchful


Cautious Deer:

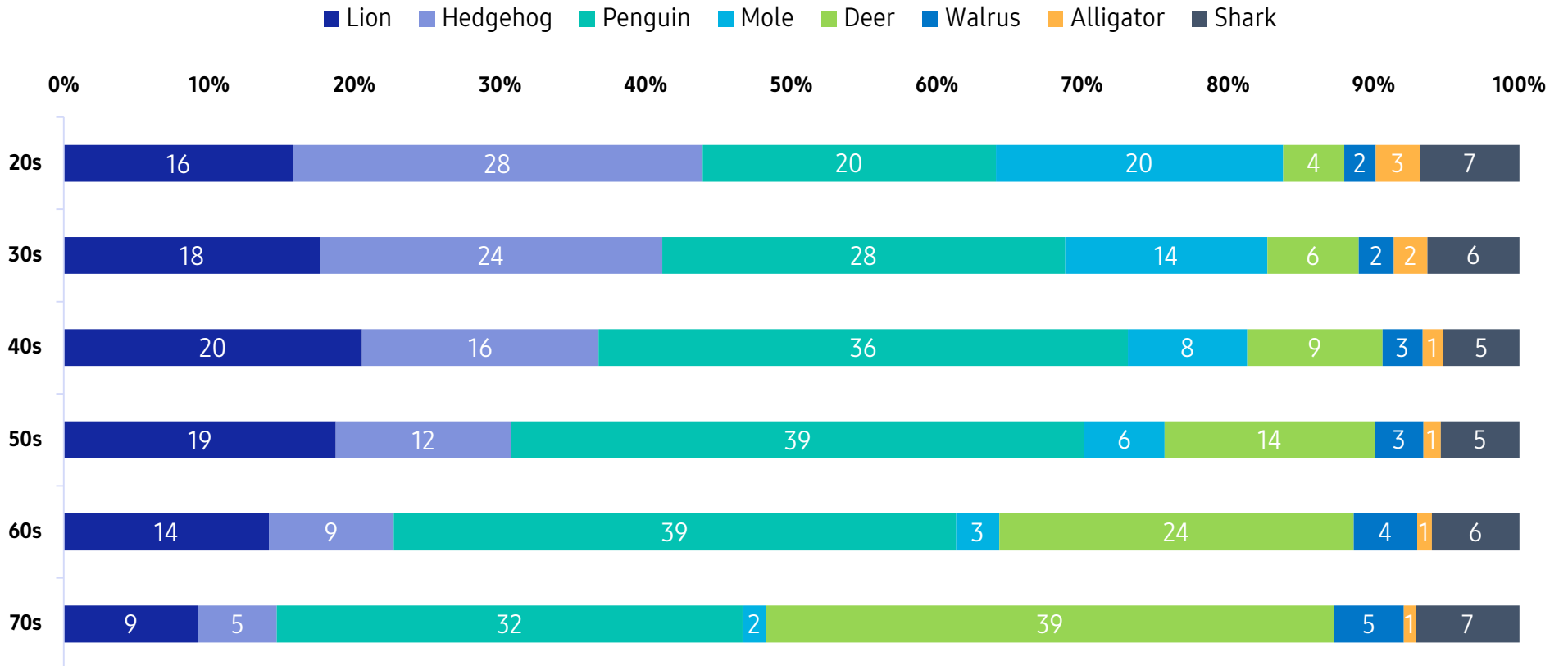
Sleeps about 10 minutes; runs away when nervous


Alligator on the Hunt:

Nocturnal; sleeps with one eye open


Exhausted Shark:

Rarely Sleeps; always moving



5

Solving the sleep dilemma
takes practice, training and
awareness – **small habits
can create better results**



Simple changes like regular bed and wake times, avoiding caffeine and regular daily activity can have big impacts on sleep health.



HAVE A REGULAR WAKE-UP TIME

Getting up at a regular time, even if you're still tired or didn't get that much sleep can improve your sleep overall.



GET OUT OF BED WITHIN 30 MINUTES

When you get out of bed quickly, you keep a mental connection between your bed and sleep.



GET NATURAL LIGHT WITHIN 30 MINUTES OF WAKING

Getting at least 30 minutes of natural light after you wake up can help adjust your biorhythms so you fall asleep at night and sleep deeply.



EAT BREAKFAST WITHIN 1 HOUR OF WAKING

Your biological clock is affected not only by light, but by eating. When you eat breakfast, your body recognizes that the day has begun.



BE ACTIVE DURING THE DAY

Regular exercise affects the melatonin in your body, helping you to sleep better at night. A regular workout schedule can be a big help in improving sleep.



NO NAPS AFTER 1:30PM

To sleep at night, you need to be sleepy. Naps can refresh us for a while, but then make it harder to fall asleep at our planned bedtime or get the deep sleep we need.



AVOID CAFFEINE FOR 6 HOURS BEFORE BED

Caffeine is a stimulant that can make sleep more difficult. It's found in coffee, tea, cola, energy drinks and even chocolate. Caffeine takes about 6 hours to break down in your body, so avoiding it for 6 hours before your bedtime can help you sleep.



AVOID ALCOHOL 3 HOURS BEFORE BEDTIME

Drinking can make it easier to fall asleep, but it affects the quality of your sleep. As your body processes the alcohol, you tend to wake up or have disrupted sleep. Avoiding alcohol before bed can help you get the deep, refreshing sleep you need.



NO MEALS OR SNACKS FOR 3 HOURS BEFORE BED

Snacks around bedtime, especially salty or high-fat snacks, can have a negative effect on your sleep.



MEDITATE WITHIN 3 HOURS OF BEDTIME

Mindfulness meditation can be a great way to let go of the stress of the day so you can relax before bed. A regular meditation practice can make a big difference.



PRACTICE DEEP BREATHING WITHIN 2 HRS OF BEDTIME

Stress, tension and anxiety can make it hard to fall asleep or stay asleep. Taking some deep breaths before bed can help calm the body and mind for better sleep.



LIMIT SCREEN TIME BEFORE BEDTIME

Whether it's your phone, the TV or another screen, they all tend to emit blue light, which can prevent you from sleeping.

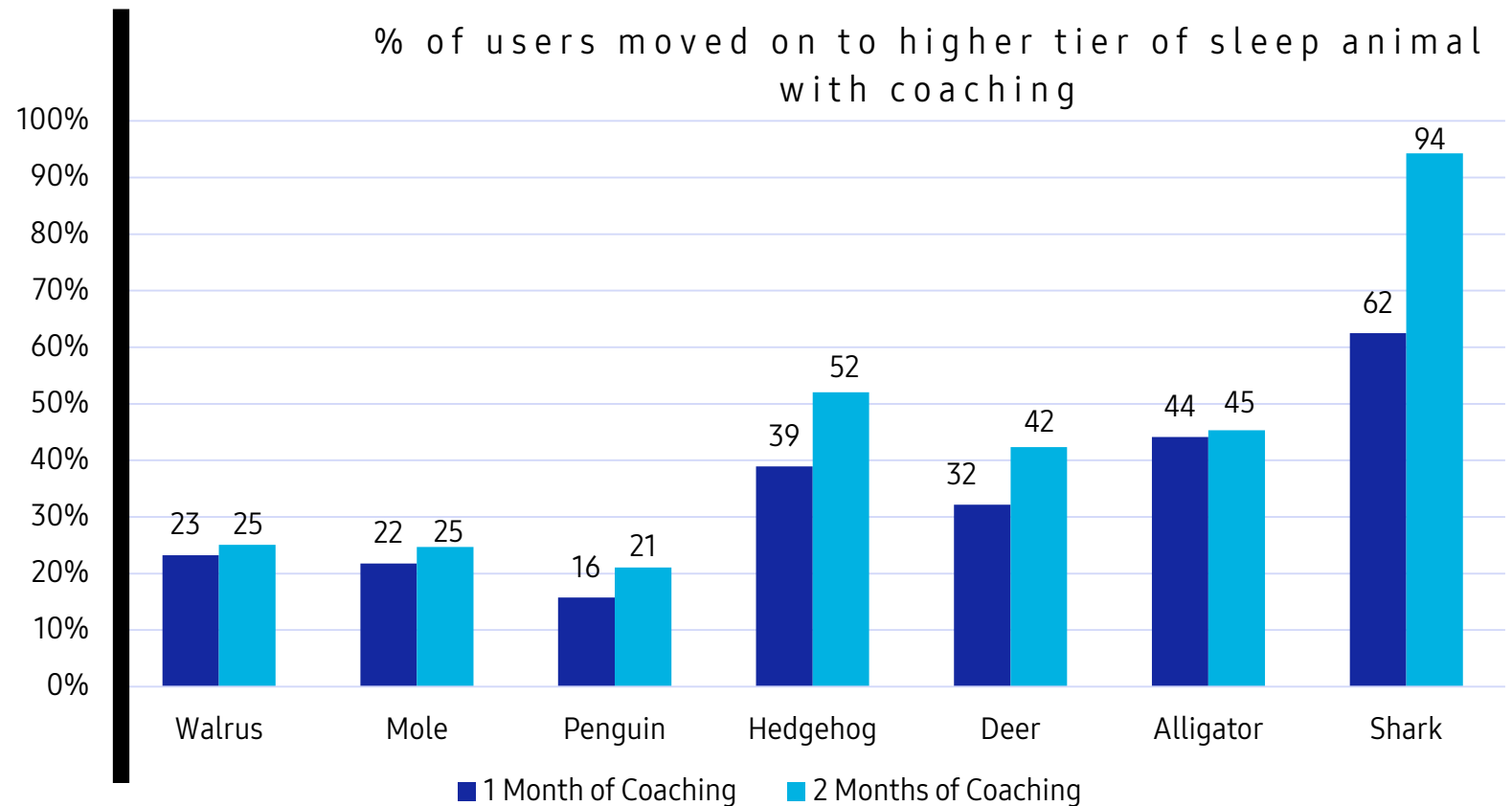
Users saw better sleep quality the more often they participated in Sleep Coaching.

Key Findings:

Sleep Animals can evolve with **better sleep habits** learned through sleep coaching.

Just two months of consistent sleep coaching led to better sleep health.

Exhausted Sharks saw **94% improvement** after just two months of sleep coaching.



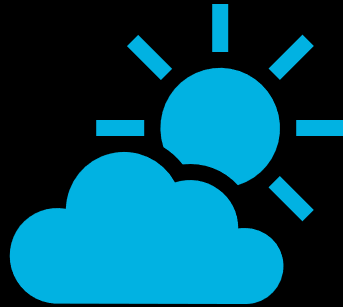
Global Sleep Fun Facts

How much daylight a country receives directly impacts sleep

NORTHERN
EUROPE

SOUTHERN
EUROPE

Northern Europe sleeps longer than Southern Europe



And those who are more active may sleep less but sleep better

Groups with high active time have

10%

lower wake time during sleep than groups with low active time
(49 mins vs. 55 mins)



Europeans take the record for longest snoring time; the Middle East the shortest

6

How does the
U.S. compare to the
rest of the world?



When it comes to sleep, Americans are...

Getting less sleep, and waking up more, but tracking closely with the **overall global average**



Going to bed and waking up earlier than the global average, but not as early as those waking up in Indonesia at **6:24 AM**.



Spending **one minute less** on the weekend catching up on sleep vs the rest of the world.



Below the global average for active time, and well behind Spain's inspiring **67.05** minutes of ~~active time.~~



	USA	REGIONAL HIGH	REGIONAL LOW	GLOBAL AVERAGE
SLEEP DURATION	6 hr 58 min	7 hrs 31 min (Finland)	6 hr 14 min (Indonesia)	6 hr 59 min
SLEEP EFFICIENCY	87.22	88.56 (Argentina)	86.72 (India)	87.49
AVG. BEDTIME	11:52 PM	11:27 PM (Australia)	1:05 AM (Türkiye)	12:07 AM
AVG. WAKE-UP TIME	7:00 AM	8:02 AM (Türkiye)	6:24 AM (Indonesia)	7:14 AM
ACTIVE TIME	54 min	67.05 (Spain)	34.56 (Indonesia)	56 min
SLEEP DEBT	43 min	53.53 (Czech Rep.)	31.22 (Indonesia)	44 min

Thank you
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