

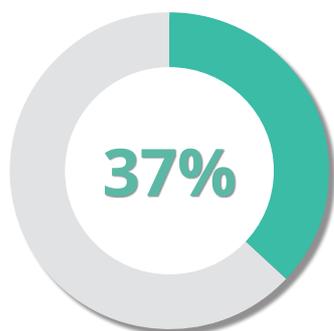
# SLEEP & STRESS MANAGEMENT GLOBAL 2020



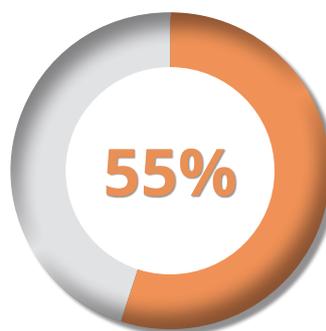
Consumer Experts, Insight Driven

The following are based on our Insights & Opportunities - Sleep and Stress Management - Global 2020

**Three in Ten** global consumer say that they currently find it difficult or very difficult to get to sleep at night.

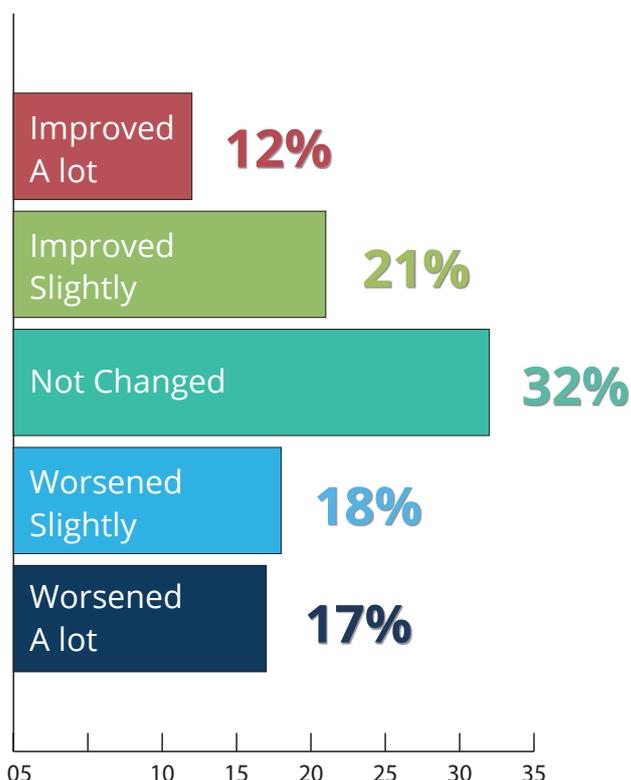


Of global consumer say they suffer from stress.



Of consumers are interested in products that help improve sleeping patterns.

How would you say your sleeping habits have changed in the last two years?



What kind of products would you like to see that are positioned around helping improve sleeping patterns that you eat before going to bed?

**51%** Say they would like products which will help them wake up and feel more refreshed.



**45%** Say they would like to see hot drinks positioned around helping sleeping patterns.