

# Sleep uncovered

IKEA Sleep Report 2025



# About IKEA Sleep Report 2025

We spend about a third of our lives asleep.  
But how are we sleeping in current times?

At IKEA, we've conducted one of the most extensive surveys on sleep behaviours around the globe to reveal the surprising data behind this ordinary routine.

Our aim is to better understand the state of sleep, so we can support a better everyday life for the many people. After all, sleep is just as crucial as eating, drinking or breathing – and is a key ingredient in creating a better life at home.



**Ready to take  
a peek under  
the covers?**



“Sleep is fascinating, and despite us all experiencing it every day, it is different for each one of us. Sleep is so much more than rest. For me, it’s a mirror for your overall health.”



**Dr Christian Benedict**  
Neuroscientist at Uppsala University

# Contents

Introduction	Pg 05
Chapter 1: The secret life of sleep	Pg 07
Chapter 2: Behind closed eyes	Pg 12
Chapter 3: Good night, every night	Pg 20
What's next?	Pg 34



# Executive summary

We spoke to

# 55,221

people from across  
**57 IKEA markets** about  
their sleep habits.

Here's what we found:

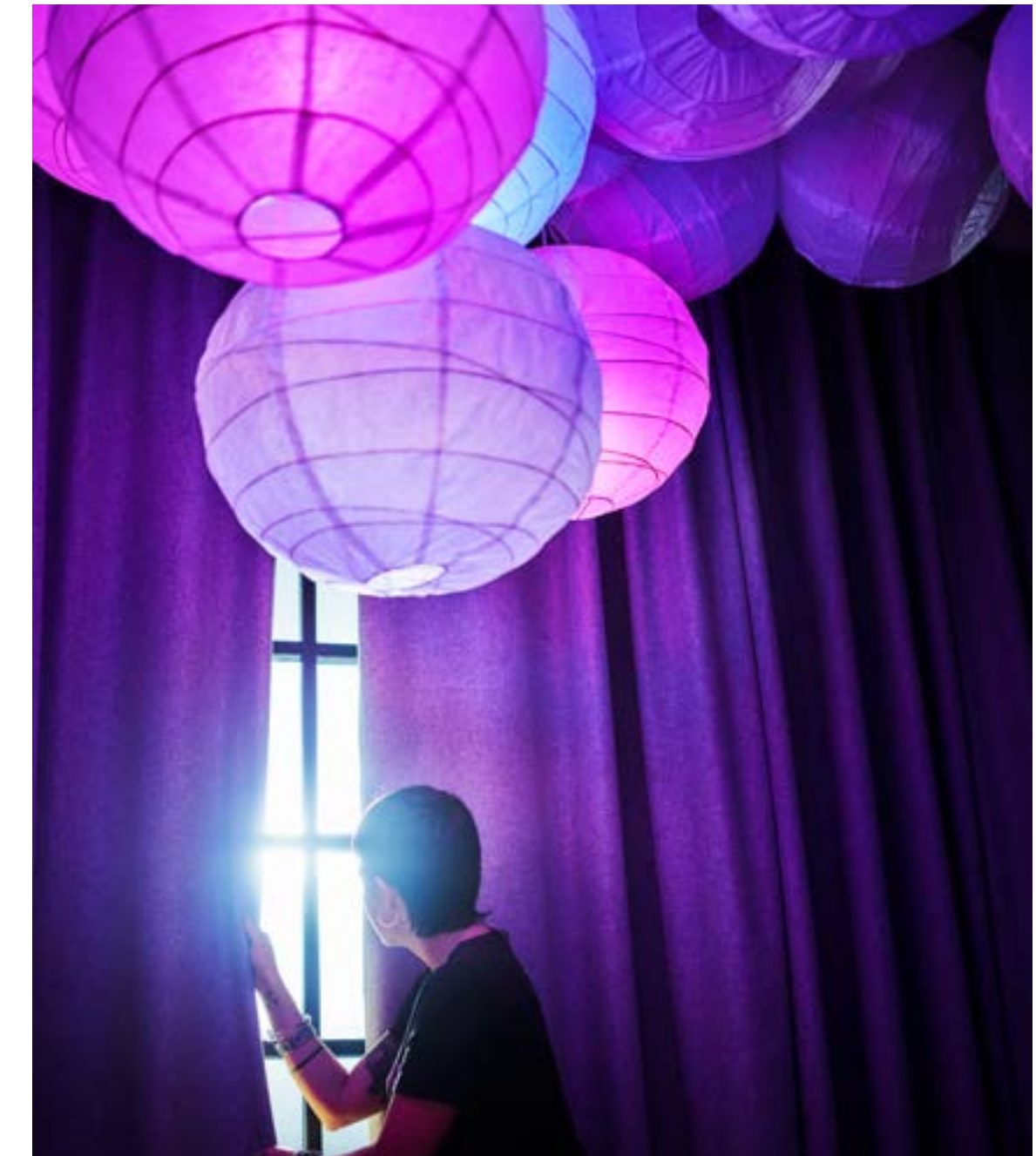
## People want more sleep than they're getting

There's a gap between how much sleep people want and how much sleep they actually achieve.



## Home can help or hinder sleep

People sleep best when their bedroom is quiet, dark and comfortable. Good routines and having a sleep partner also help.



## Sleep inequality is real

Depending on where you are in the world, and who you are, you might experience poorer sleep quality than others.

# Methodology

This is one of the world's largest surveys on sleep habits and sleep differences. The research was conducted online with Globescan, using national consumer research panels to recruit respondents in 57 markets where IKEA is present.

All markets have been weighted equally in the global figures. The samples were designed to be nationally representative as far as is realistically possible by gender, age, and regions using online panels.

Exceptions include several markets where a disproportionate number of consumers are highly educated due to patterns of online access. Note, there are fewer respondents aged 65+ in the Dominican Republic, Greece, Kuwait, Morocco, Serbia, Saudi Arabia, and Thailand.

Regional quotas were not achieved in Ukraine, Jordan, and Qatar. Fieldwork was conducted between 13th August 2024 and 20th September 2024.

## 55,221

people shared their sleep habits

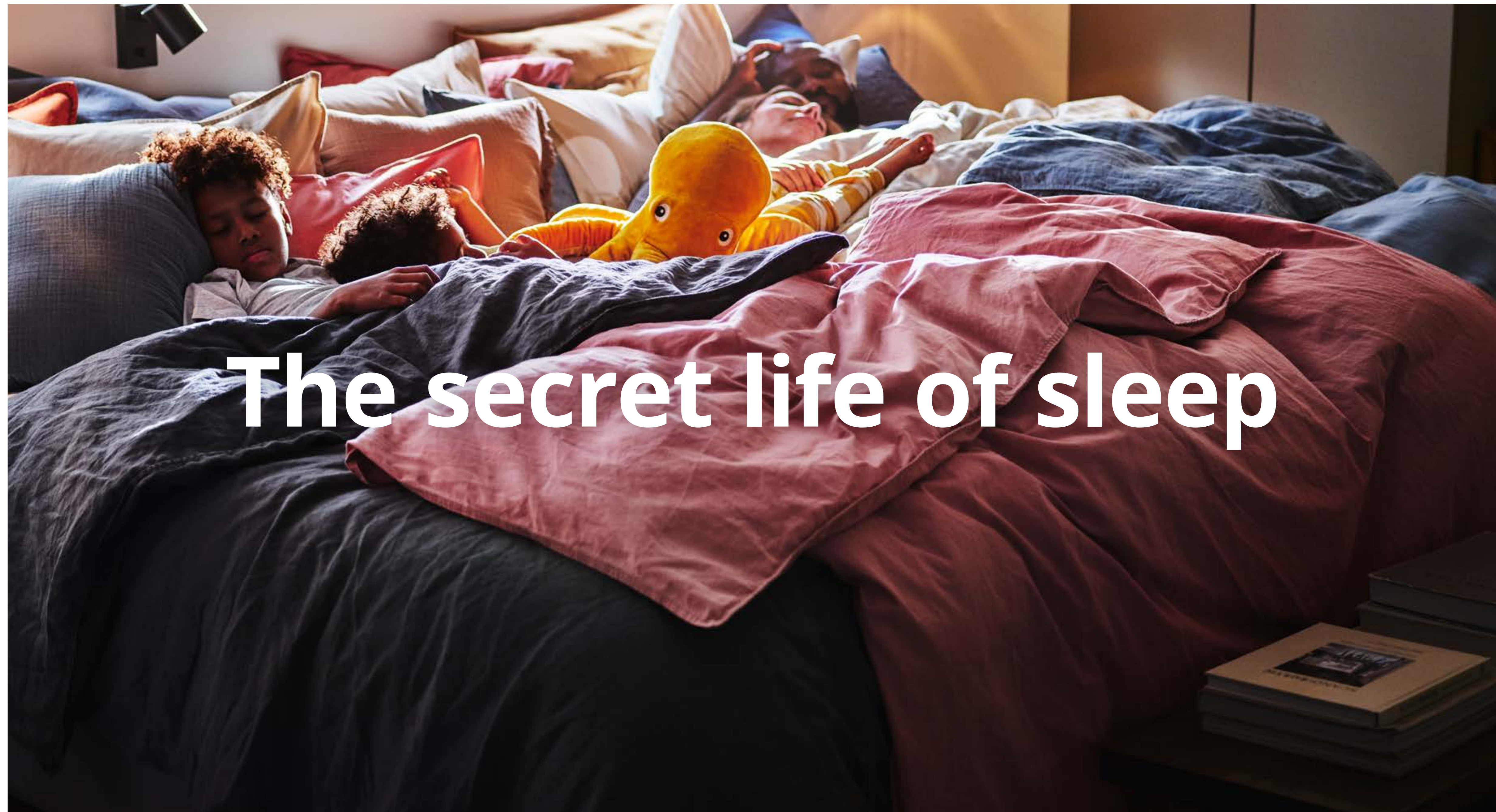
## 57

IKEA markets

## 6

global experts contributed





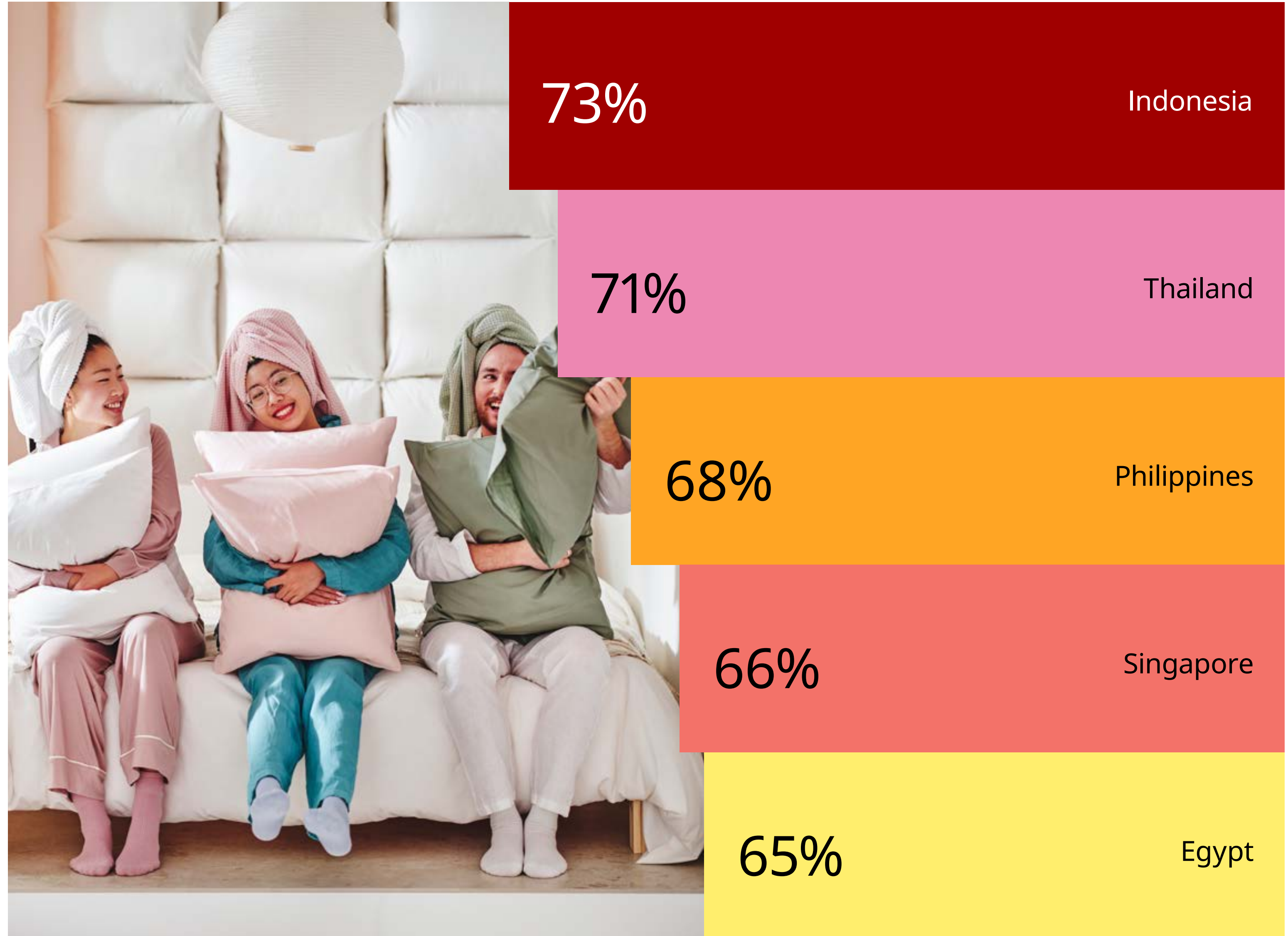
# I'd rather be sleeping

It's official: we love to sleep. It's the ultimate bio-hack for our bodies, keeping us charged and energised for the next day. Especially in our hectic modern times, we're becoming more focused on getting quality sleep and paying greater attention to our sleep behaviours than ever before.

It's no wonder 70% of us agree that sleep is one of life's greatest joys – increasing to 74% for younger people (18-24 year olds) and dropping slightly to 63% for older people (age 65+).

We love sleep so much we would often rather sleep than go out. Over half of those surveyed preferred sleeping over doing a social activity. Students (74%), parents (74%) and night shift workers (75%) are more likely to view sleep as a joy than others.

## Top five sleep-loving places:





# The sleep gap

While we love to sleep, we don't always get enough of it. Globally, there's a gap between how much sleep we want versus how much sleep we're actually getting: 1 hour and 20 minutes.



# Great expectations

The sleep gap is more prevalent in some corners of the world than others. In Turkey, people want almost 9 hours of sleep but achieve only 6 hours and 42 minutes. At over two hours, this is the world's largest sleep gap.

On the other hand, in Japan, people only expect to get 7 hours and 23 minutes of sleep. While they get the least sleep (6 hours and 10 minutes per night), they have the lowest sleep gap of only 1 hour and 13 minutes.

The sleep gap doesn't just leave people feeling tired and fatigued. It has real-world implications. Poor sleep is seen as a public health problem, and it costs the global economy billions due to low productivity\*.

Mainland China is the only place with a regular average of over 7 hours of sleep. But for the rest of us, adequate sleep is something we can only dream about. It's no surprise, then, that 65% of us take naps.

\*Source: [RAND, 2016](#)



# How the world sleeps

\*\*Middle Eastern markets surveyed include Israel, Jordan, Kuwait, Qatar, Saudi Arabia, Turkey and UAE. This is an approximate calculation based on the number of children in a certain age group combined with the timings of those who bought an IKEA mattress/bed.

### Sleep like an Egyptian

# 64%

of people in Egypt rate their sleep quality as good, the highest of all markets surveyed

### Night capsules

# 37%

of people in India use medication to sleep, the highest in the world



### Best rest

# 82%

of people in Mainland China rarely wake up feeling tired, the highest of all markets surveyed

### Baby boom

# 1 in 10 babies

in the Middle Eastern markets surveyed have been conceived on an IKEA bed or mattress (compared to the 6% global average)\*\*

### Rise and grind

# 57%

of people in Bulgaria say drinking coffee is the first thing they do when they wake up (compared to the 24% global average)

### What time is it?

# USA

has the most disrupted sleep



### Tired rising

# 56%

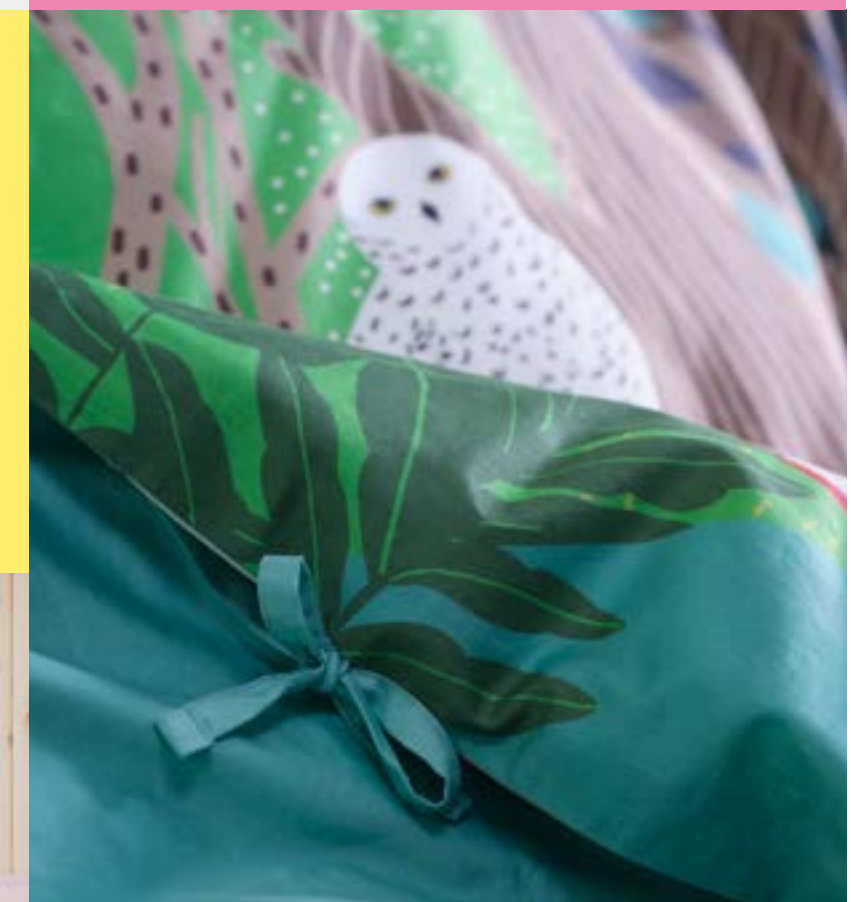
of people in Norway are likely to wake up feeling tired, the highest of all markets surveyed



### Rest less

# Japan

get the least sleep with only 6 hours a 10 minutes per night



### Early birds

# 5 AM

is the time people in Colombia wake up, the earliest risers in the world



### Uneasy nights

# 1 in 4

people in India regularly have bad dreams or nightmares

### Night owls

# 0:45 AM

the average bedtime in Turkey the most late in the world



### Bedtime tails

# 5%

of people in the UK sleep with their pets (compared to the 2% global average)

# Behind closed eyes

# The IKEA Sleep Score

To better understand how people are (or aren't) sleeping, we developed the IKEA Sleep Score. It's calculated based on respondents' answers to questions about five factors that make up good sleep.

The IKEA Sleep Score provides a single, reliable measure of sleep quality ranging from 0 to 100 which is calculated as the sum of the five factors (each scored from 0 to 20). It allows for standardised comparisons across different markets and groups by focusing on key aspects of the sleep experience.

We found that the global average Sleep Score is 63 out of 100, indicating that most of us have room to improve on how we snooze.

## Sleep Score factors:



### Sleep quality

Do you feel like you're getting poor or good sleep?

### Drift off time

How long does it take you to fall asleep?

### Sleep flow

How often do you wake up at night?

### Sleep duration

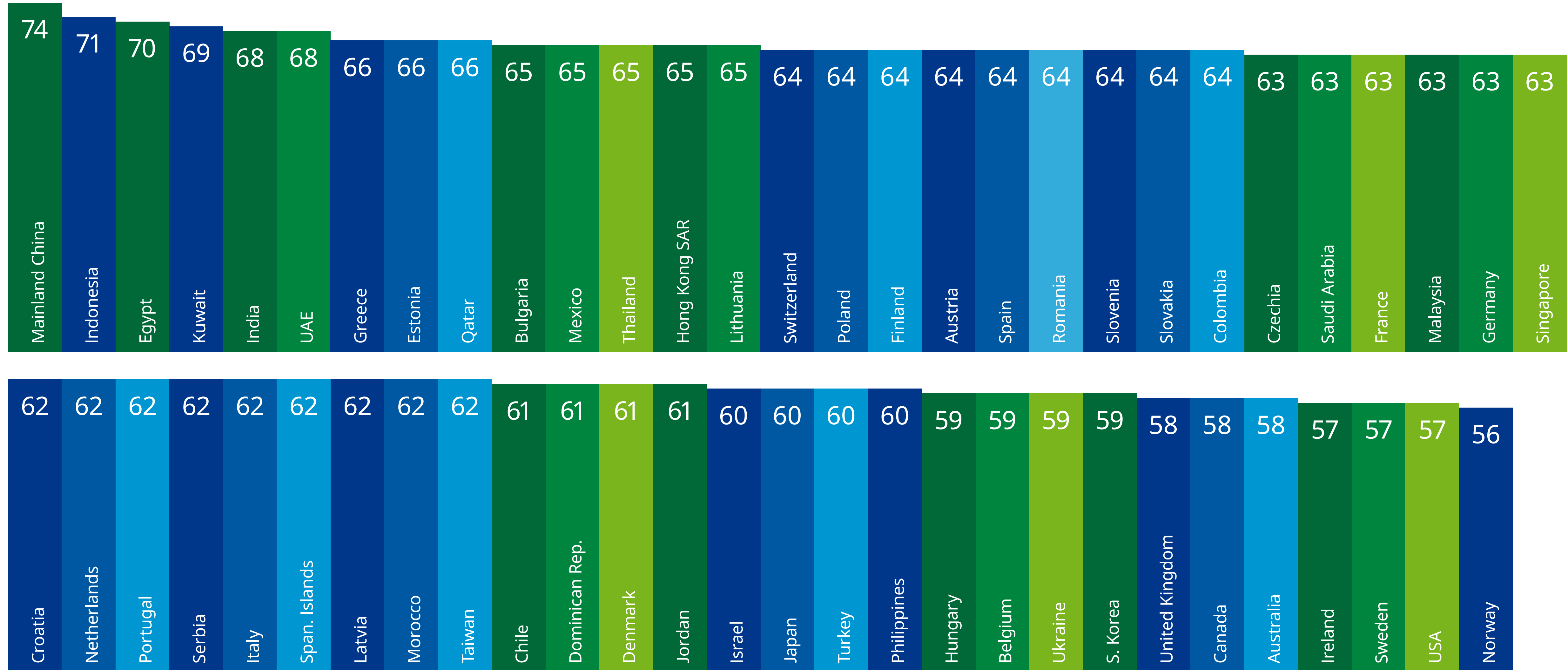
How many hours are you sleeping daily?

### Wake-up state

Do you feel tired or refreshed when you wake up?

# Sleep around the world

While some sleep soundly, others are restless sleepers.



“A lot of the higher scoring nations, such as Indonesia and India, put a lot of importance on family. Social connections can often help to build community and a higher purpose that feeds into your general happiness, and that in turn can impact sleep.”



**Dr Sophie Bostock**  
Founder of The Sleep Scientist

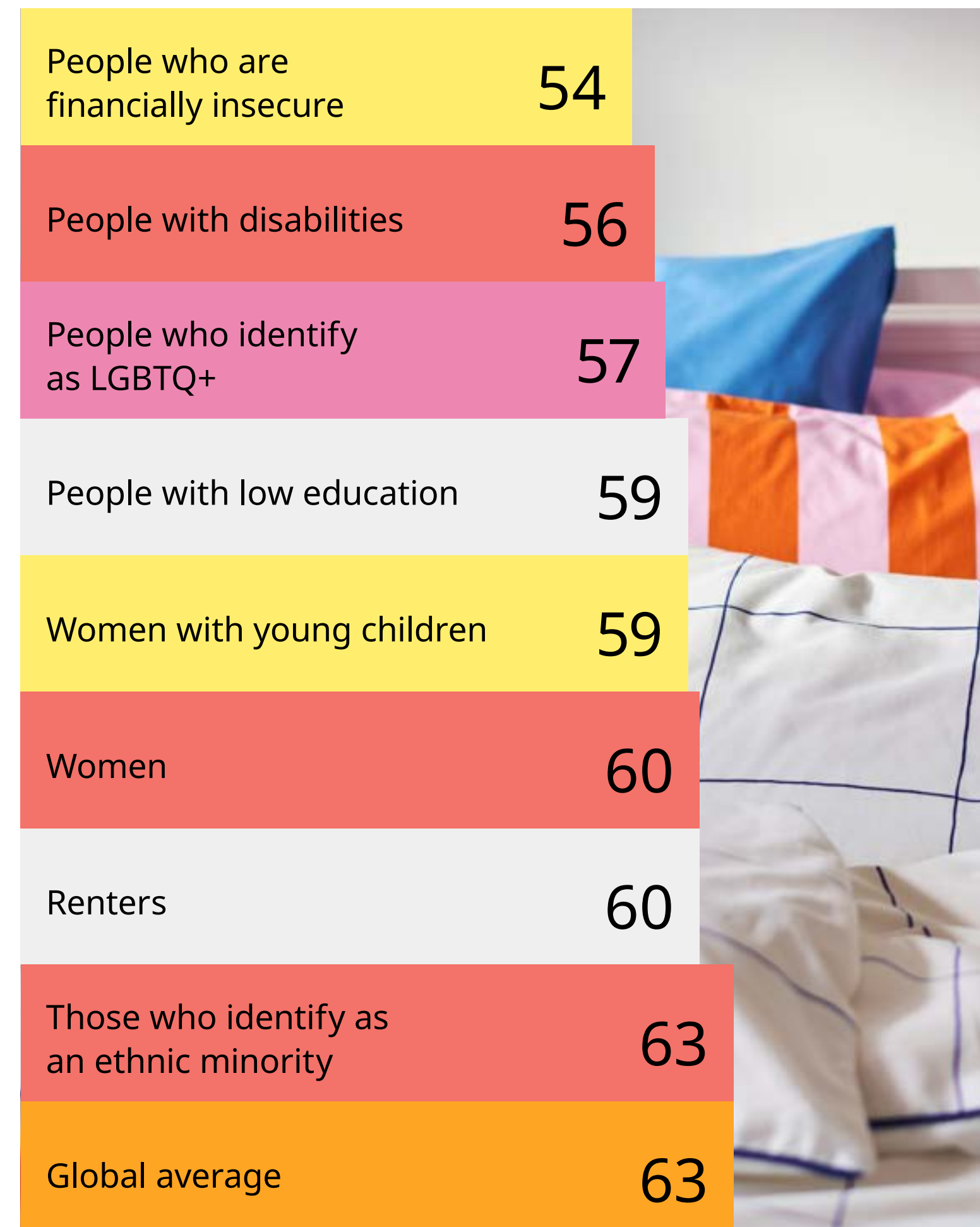


# Identifying sleep inequality

Our research found that certain groups received consistently low Sleep Scores. Compared to the global average, these groups had much lower self-reported sleep quality and found themselves waking up more often throughout the night.

For people who identify as an ethnic minority where they live, their sleep score was the same as the global average. However, within this group, those who feel financially insecure saw their Sleep Score drop to 52.

## Sleep Score by demographic:



“Structural and environmental issues are behind why some groups experience lower Sleep Scores than others. People are dealing with longer working hours, lower pay, and for women, prescriptive beauty norms which take up time and money. This is on top of environmental factors. In crowded cities, poorer neighbourhoods often experience the most noise and light pollution.”



**Navild Acosta**  
Co-author of  
Black Power Naps

Photo credit: Yannick Schuette



**Fannie Sosa**  
Co-author of  
Black Power Naps

Photo credit: Luis Guerra

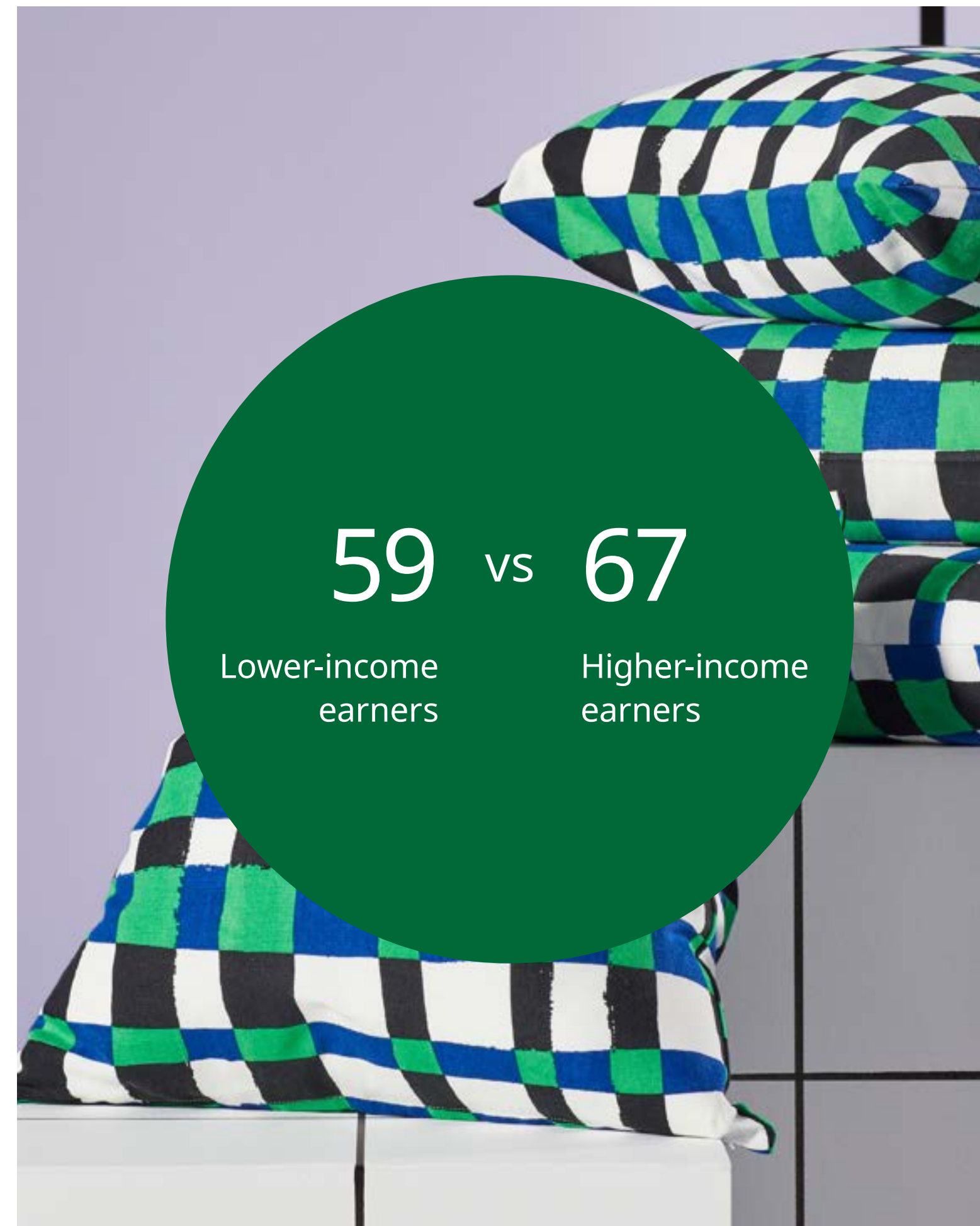


# More money, more quality sleep

Even though sleep is free and available to all, good sleep is a luxury. Higher-income earners experience better sleep compared to those on lower incomes. While half of the people surveyed agree they need more money to improve their sleep quality.

It also impacts sleep flow. We found that 27% of people who are financially insecure wake up more than twice per night (compared to the global average of 19%). While the lower your income, the higher the frequency you'll experience bad dreams or nightmares (17% of low-income earners versus 12% of high-income earners.)

## Sleep Score by income:



“For people who are financially insecure, they often have a longer commute to work. They’re working multiple jobs, or even working long hours. These factors can really impact sleep.”

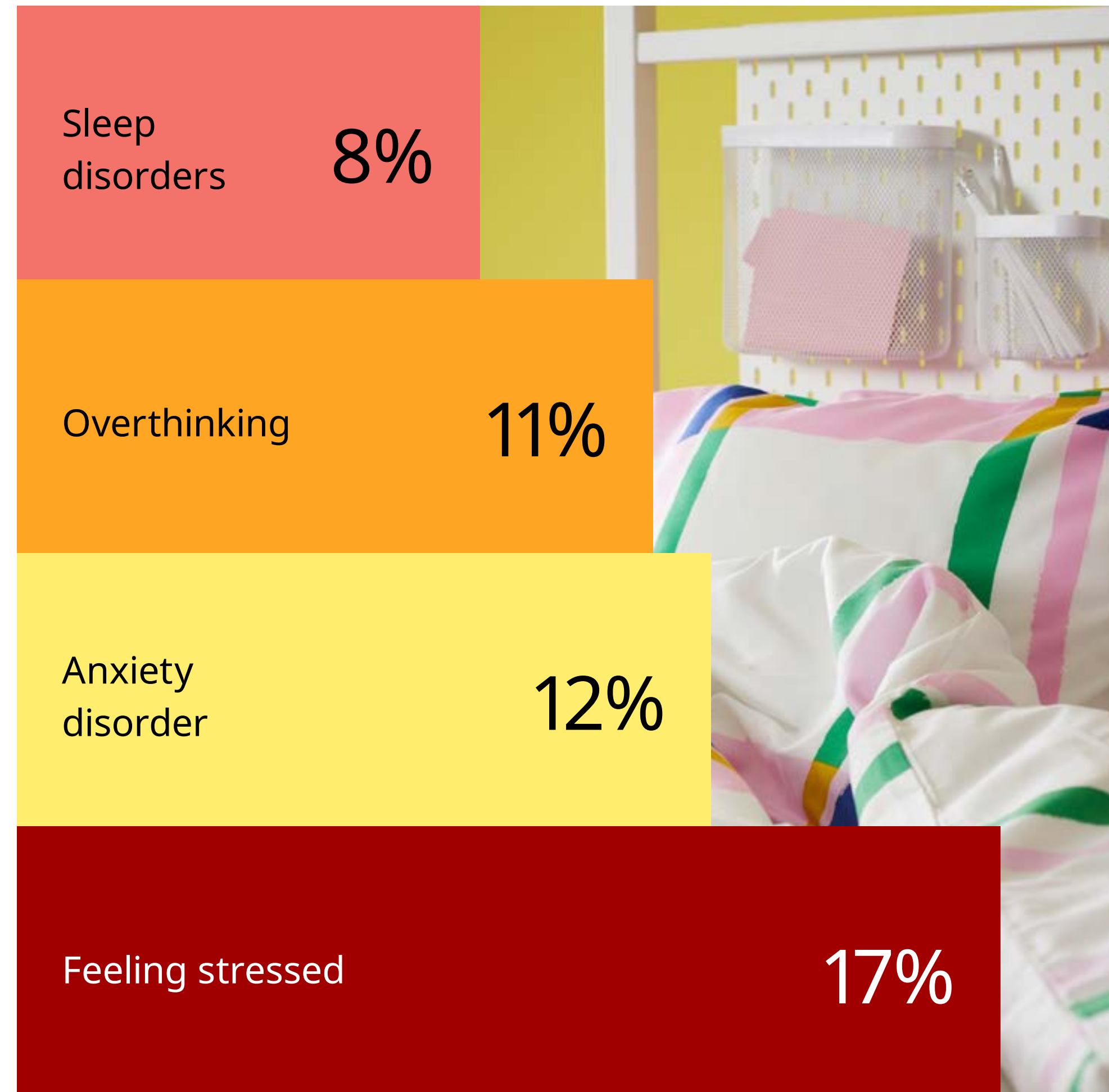


**Vanessa Hill**  
Behavioural sleep scientist

# The sleep-mind connection

With stress and anxiety being the biggest reported barriers to a good night's sleep – it's clear mental health is linked to how well we slumber.

## Barriers to good sleep:



“The biggest barrier to good sleep is people worrying about not being able to sleep. Stress can lead to poor sleep and this can therefore affect the rest of our lives.”



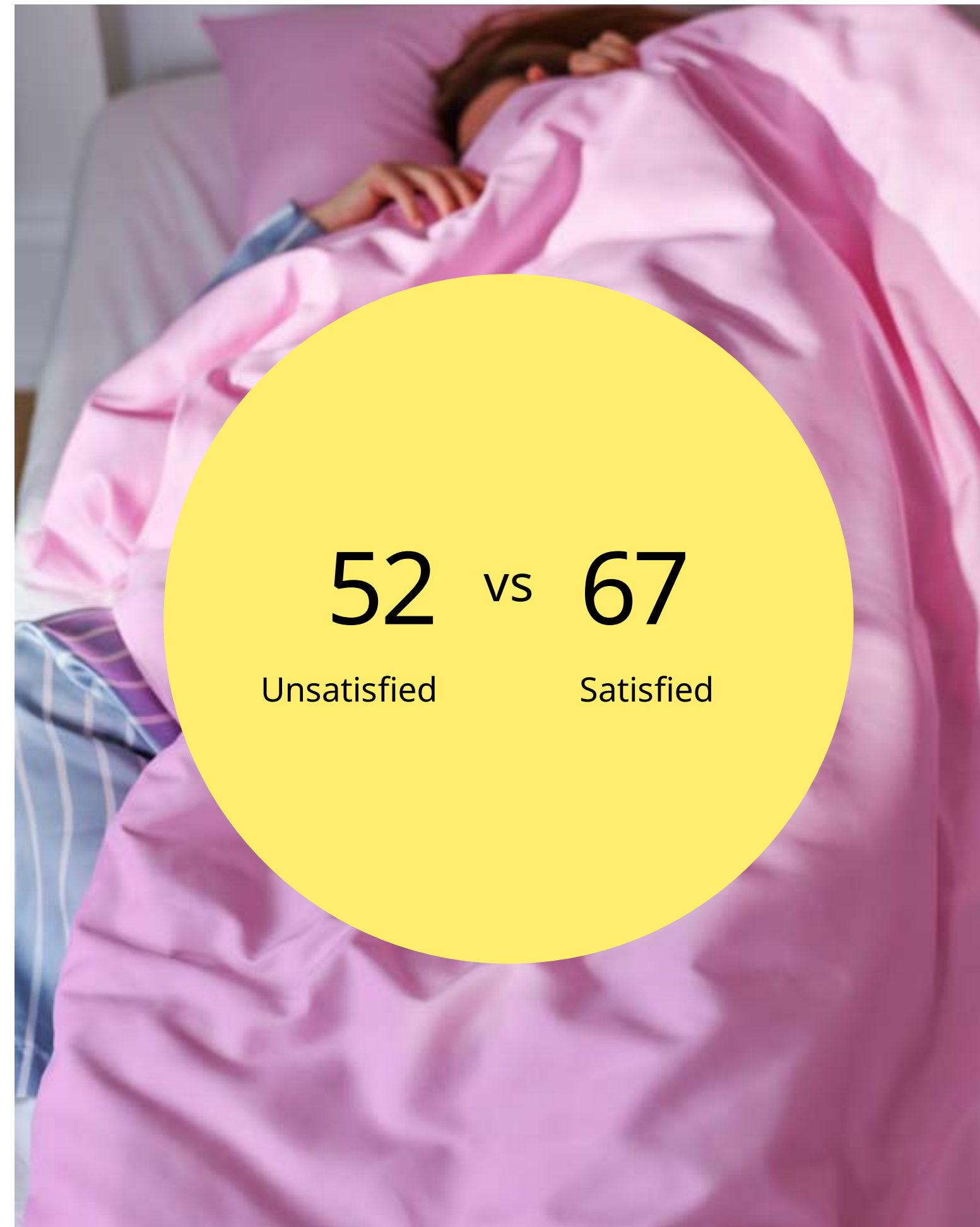
**Dr Sophie Bostock**  
Founder of The Sleep Scientist

# Hustle culture and sleep shame

In today's world of hyperproductivity, sleep can be seen as indulgent. Celebrities and business leaders constantly brag about how getting up at the crack of dawn is key to their success. But in reality, are we inadvertently widening the sleep gap?

Sleep impacts how we work, and getting the right work-life balance affects how well we sleep. It's time we celebrate rest and link that to achieving success.

## Sleep Score by work-life balance satisfaction:



“The world isn't doing enough to recognise the impact of sleep in the workplace, and therefore on costs to the economy. We know that good sleep helps us perform cognitively and physically better. Also, with better sleep, you're less irrational. These are assets you need to succeed at work.”



**Dr Christian Benedict**  
Neuroscientist at Uppsala University

# Good night, every night

# How to go from tossing and turning to dreaming

We love sleep, but we're not getting enough. So, what's the secret? From what we've heard, it's all about having the right routines, rituals and surroundings if you're to drift off quickly.

The time it takes to drift off to sleep:

23 minutes

Men



24 minutes

Global average



26 minutes

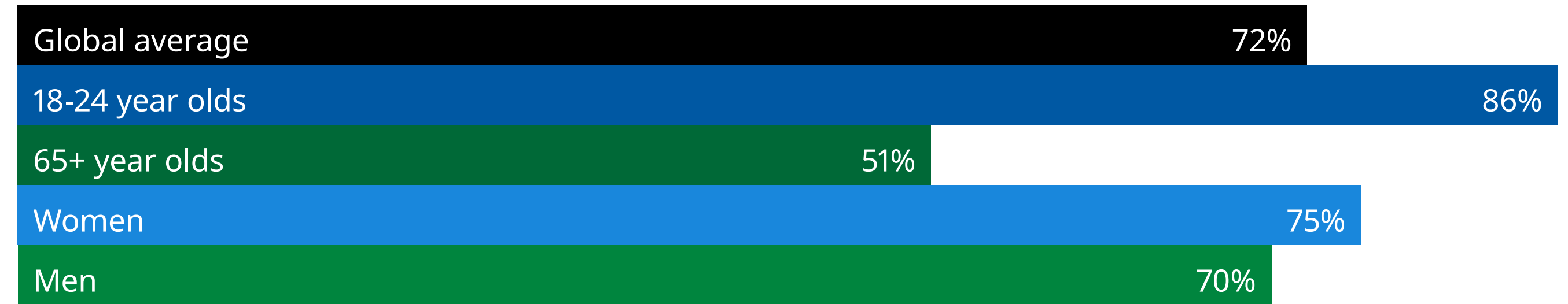
Women

# Sleep in the age of screens

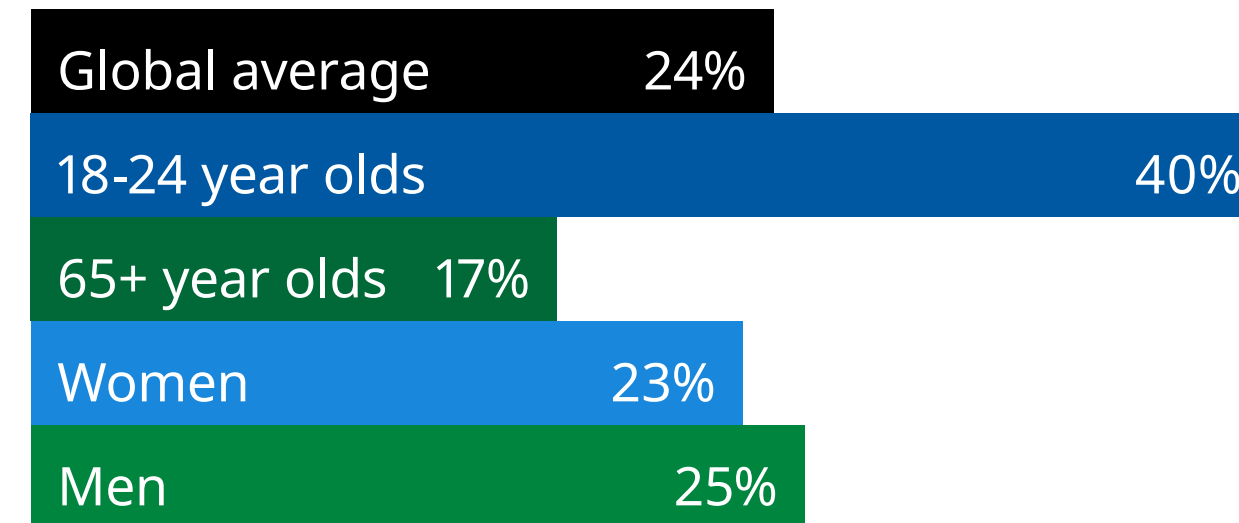
Wellness advocates tell us to stop staring at our phones at night and to leave them in another room to get the perfect slumber. But we all know this is easier said than done.

Our research shows that phones are very much a part of our evening routines, with 72% of us using them in bed. Interestingly, we found that people in Mainland China and Indonesia sleep well despite high bedtime phone activity. And despite having alarms on our phones, 1 in 4 of us still use an alarm clock.

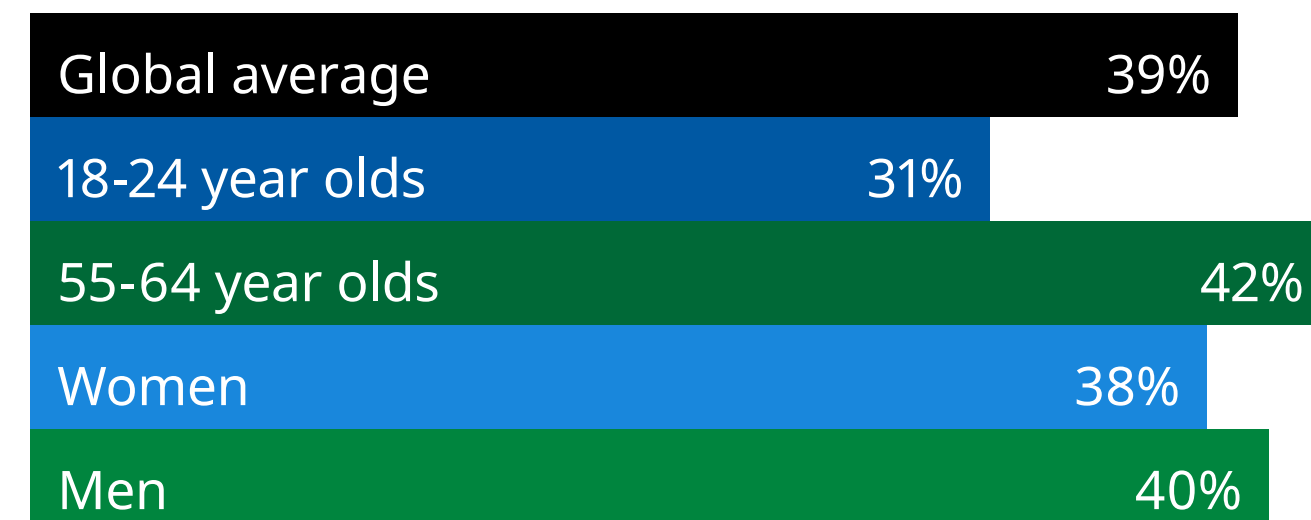
## Phone use in the bedroom:



## Laptop/tablet use in the bedroom:



## TV use in the bedroom:



“With phones, it’s not about the screen or light, it’s the displacement of sleep. People spend almost an extra 40 minutes on their phone before bed. When we’re tired we have lower self-control, and need to move the phone out of the room. Get an alarm clock.”



**Dr Sophie Bostock**  
Founder of The Sleep Scientist



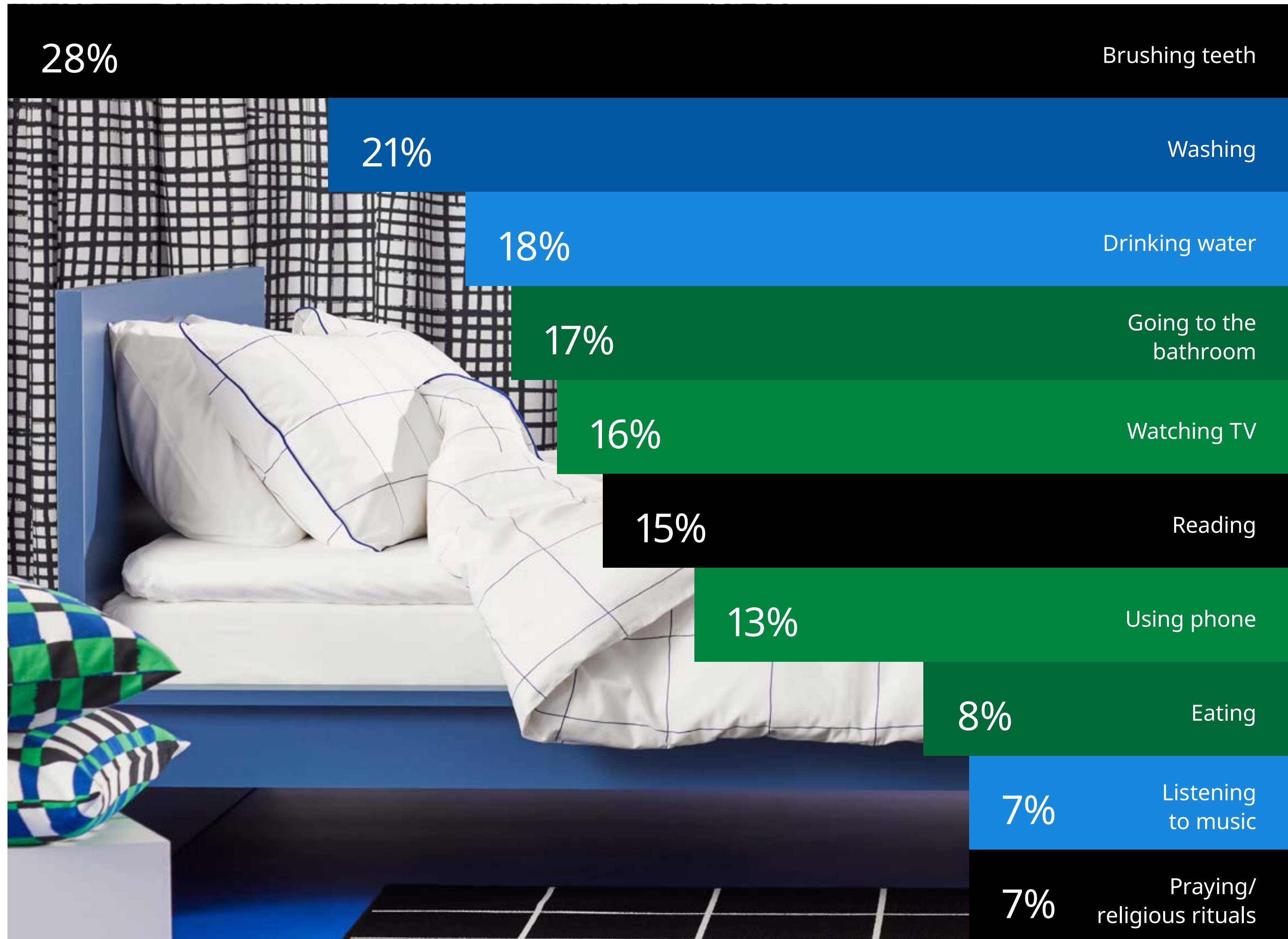
# The wind down

Most people cite going to bed and waking up at the same time every day as the main way they achieve better sleep.

And it checks out. Evidence shows that consistent sleep and wake times are important for mental and physical health as well as academic and cognitive performance.\*

Having regular wind-down rituals can help, too. Most of us do self-maintenance before heading off to dreamland.

## Most common routines before sleep:



\*Source: [National Sleep Foundation, 2023](#)



“Social jetlag occurs when your sleep schedule differs between weekdays and weekends, disrupting your circadian rhythms. Our internal clock thrives on predictability, so maintaining a stable sleep schedule – including a consistent wind-down routine – can greatly improve sleep quality.”



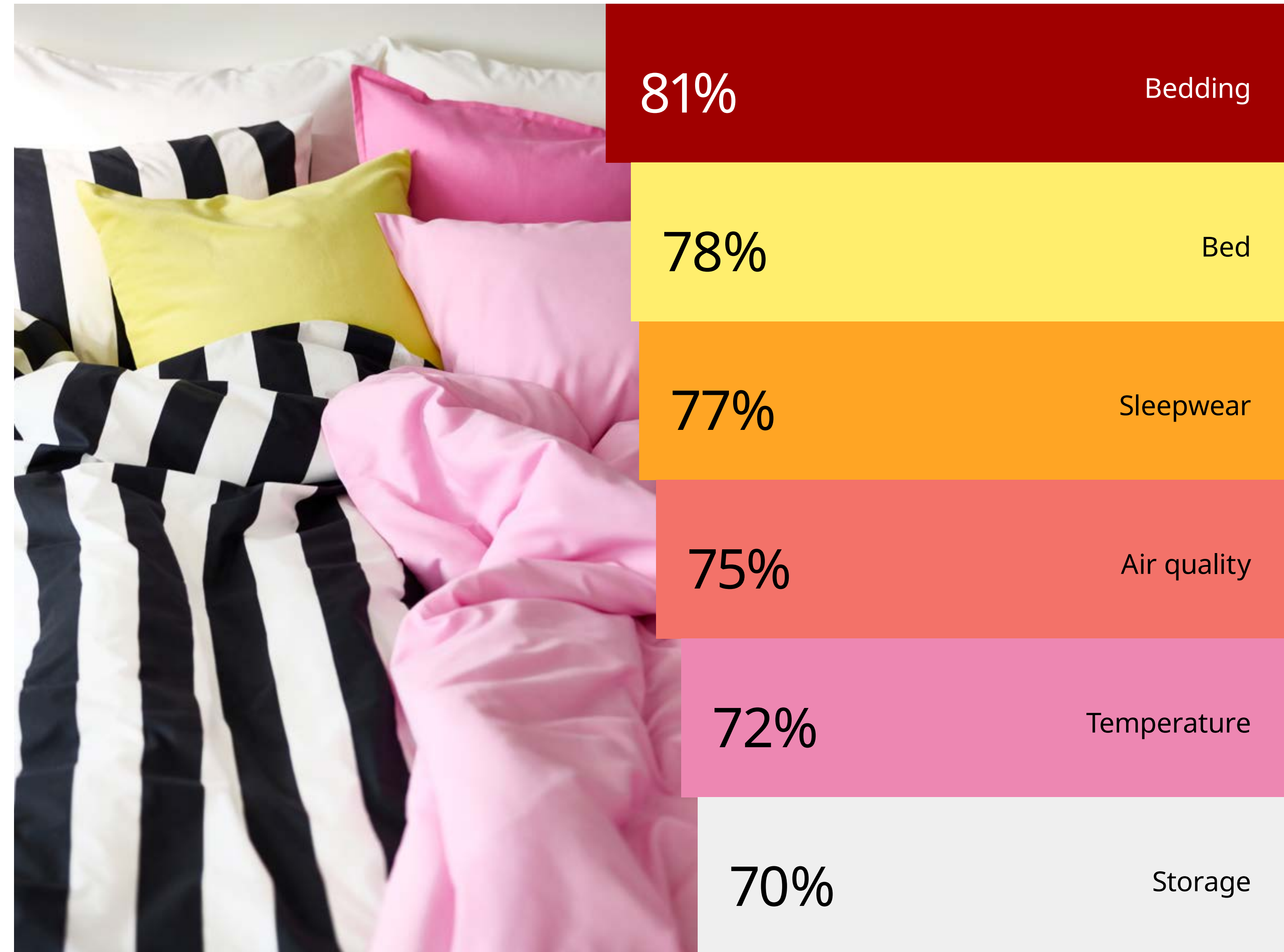
**Dr Christian Benedict**  
Neuroscientist at Uppsala University



# Bedroom dreams fulfilled

Some objects in the bedroom are more conducive to sleep than others. For many of us, we're mostly happy with our bedding and sleepwear, but could do with help when it comes to bedroom storage and achieving the perfect temperature.

## Satisfaction with bedroom elements:



“Living in shared or small spaces is a reality for many people today, especially in urban areas. Bedrooms often double as storage rooms, workspaces, or play areas, making it challenging to create a restful environment. Clutter and lack of privacy adds to these challenges, making it harder to establish a sense of restfulness that is so essential for a good night’s sleep. We see an increasing demand for clever, multifunctional solutions that adapt to the way people live.”



**Evamaria Rönnegård**  
Range area manager, Bedroom textiles, IKEA



# Power naps

If you're a fan of napping, you're not alone. A brief power nap – at 33 minutes – seems to be the most common nap duration.

Unsurprisingly, parents of young children are most likely to nap, as well as those who aren't in the office all week. We also tend to reduce our naps as we get older.

## Nappers by WFH status:



**65%**

of people take naps

**33 minutes**

the average length of a nap

**32%**

of nappers are non-parents

**68%**

of nappers are parents of children under 18

“A 20-minute nap can boost recovery without disrupting nighttime sleep. But avoid napping too long, as it may cause sleep inertia. Even just resting for 20 minutes can be beneficial. There’s no pressure to fall asleep.”



**Dr Christian Benedict**  
Neuroscientist at Uppsala University



# Positioned for better sleep

Living with a partner often means sharing a bed, which some might assume makes it harder to get a good night's sleep. However surprisingly, having a sleep partner leads to a higher Sleep Score than sleeping solo (65 versus 61).

Turns out, what we might lack in personal space, we make up for with a better night's sleep.

But we do have boundaries when it comes to sharing a bed. Only 2% of people allow pets to sleep with them.



## Most common sleep positions for couples

**44%**  
No pattern

**29%**  
Back-to-back

**16%**  
Cuddling

**12%**  
Face-to-face – leads to a higher Sleep Score of 70

**39%**

On your side with legs tucked

**29%**

On your side with legs stretched out

**18%**

On your back

**13%**

On your stomach



## Most common sleep positions for solo sleepers

“It makes sense that people who sleep face-to-face have a higher Sleep Score. Sleeping together as a duo, and sleeping with more than just two people, is an important factor of good quality sleep as sleep has historically been a communal activity.”



**Navild Acosta**  
Co-author of  
Black Power Naps

Photo credit: Yannick Schuette



**Fannie Sosa**  
Co-author of  
Black Power Naps

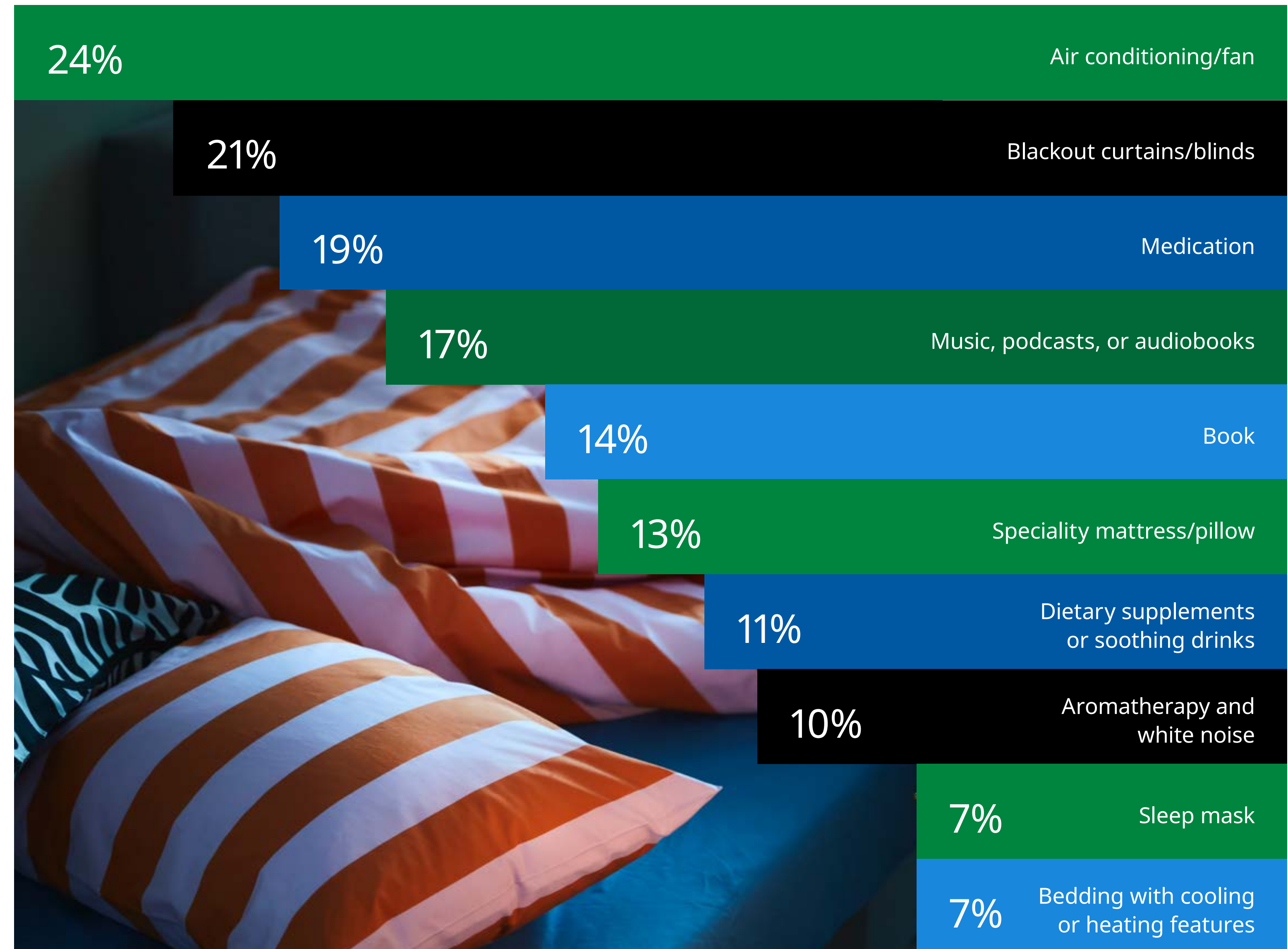
Photo credit: Luis Guerra



# Creating a sleep sanctuary

Good sleep takes effort. Here's what people said were their favourite tools and techniques that helped them fall asleep faster and sleep better.

## Top 10 sleep aids:





# Ten tips for better sleep

Need a hand drifting off? Here's what our experts told us. Remember, none of these are the cure-all for sleeplessness. Some might work, others might not. Try a few out and see how your tossing and turning goes.

## 01: Stick to a routine

Have regular bedtimes and wake up times, even on weekends

## 02: Max out on natural light

Get lots of daylight during the day to help regulate your body clock

## 03: Build a sleep sanctuary

Create a clutter-free, cosy space with comfortable bedding and dim lighting

## 04: Unwind your mind

Do breathing exercises or meditation to relax

## 05: Have good habits

Enjoy rituals, like a hot bath, which can help signal to your brain it's bedtime

## 06: Don't look at screens

Drift off with audiobooks or podcasts instead

## 07: Mind your diet

Avoid heavy meals, caffeine or alcohol near bedtime

## 08: Get physical during the day

Regular physical activity promotes better sleep

## 09: Don't force it

Let go of sleep pressure, focus on relaxation instead

## 10: Look at the big picture

Aim for consistent, realistic rest rather than perfect nights

# What's next for sleep?

Through this study, we've learned just how important sleep is and how unequally sleep is spread across the world. And while there isn't a universal quick fix to solving people's sleep woes, there are small everyday changes that many can try.

At IKEA, we know how integral a good night's rest is for a better life at home. We're committed to creating solutions that work for all and ensuring everyone's needs are catered for. Let's celebrate rest and protect, nurture and support it by all means.



# God natt

/gu:d nat:/  
Swedish for  
'good night'

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