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# Sleep Rewind 2023

*Unveiling Your Year in Sleep*



 **AI-Powered DreamScape**

 **2023 Sleep Trends**

 **Sleep Science Review**

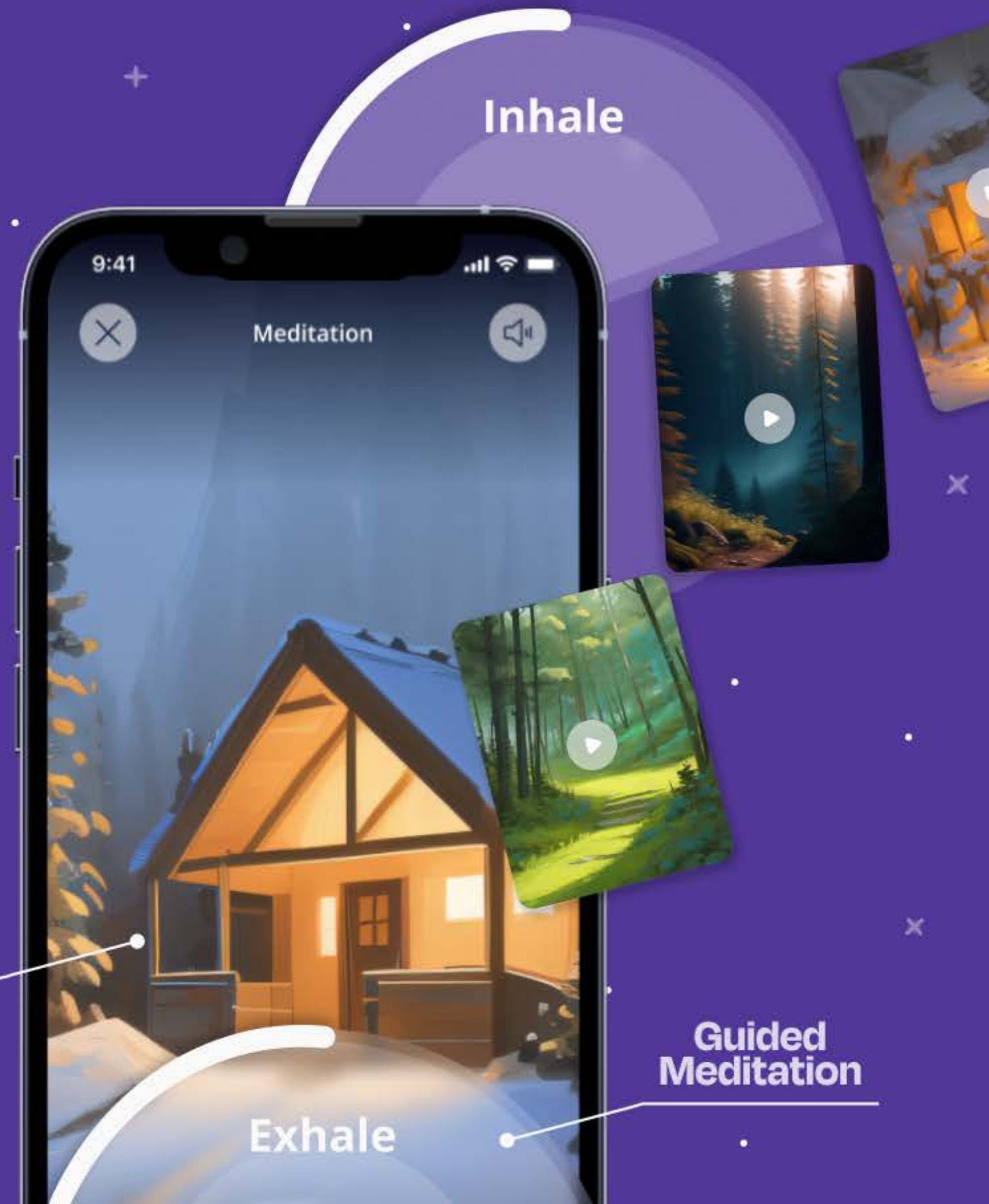


# What's the World Dreaming About?

In 2023, you've elevated your mindfulness journey with DreamScape, your AI-powered meditation companion. What dreams shaped our year? Let's find out.

AI-generated dream

Guided Meditation









# What DreamScape Awaits You?

Explore the top themes in AI-generated images prompted by users who share your sleep goals. Whether it's a "Peaceful forest at night," or "Beach with ocean waves," people across different sleep goals consistently lean towards natural landscapes when meditating



**Recharge My Body**

Forest beach at night, peaceful and beautiful. Ocean waves, rain clouds, warm cabin, starry sky.



**Wake Up Less**

Beach with ocean waves, forest backdrop, peaceful sunset, night sky, moon, stars, gentle breeze.



**Perfect My Sleep**

Peaceful forest at night, open sky with stars, ocean waves, beach rain. Beautiful, serene.



**Sleep Longer**

Peaceful beach by forest, calm ocean, rainy clouds, relaxing night, moon over mountains, sunny



**Sharpen My Mind**

Peaceful forest and beach at night, moonlit sky, animals, trees, stars, warm rain, beautiful meadow.



# How Have You Slept in 2023?

Uncover your sleep journey with our global sleep trends. We've delved into over 332,000,000 sleep hours to reveal how the trends of sleep have shifted before and after the pandemic, across generations.



235

90%



### SleepScore History



### Sleep Consistency

Last week

### Monthly Sleep Report

View Report

### Total Nights Tracked

Since 2020



# You're Tracking More Than Ever Before

Now, with SleepScore, you can use data from your own devices to track your sleep, resulting in a remarkable **25x surge** in number of nights tracked! As sleep is complex and changing constantly, it's important that we have the most complete picture possible to best provide personalized and timely advice.

In short, your sleep journey just got more insightful, more personalized, and more powerful than ever before!



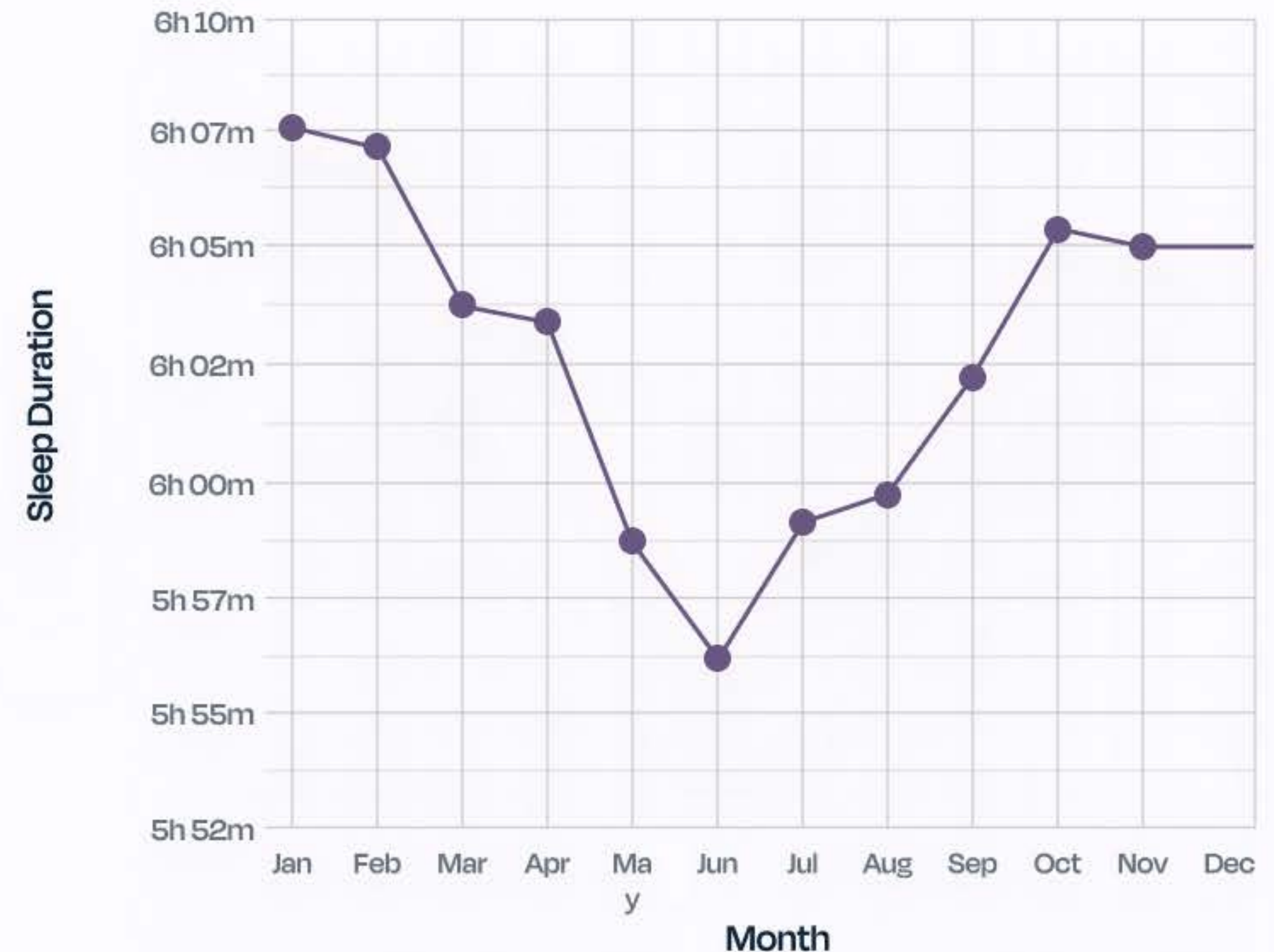


# How Do Seasons Impact Your Sleep?

Our 2023 data unveils a clear seasonal trend in sleep patterns, with shorter sleep durations in the summer months and longer ones in winter.

## What Does That Mean For You?

Shorter sleep durations in the summer may result from warmer temperatures and increased social activities competing with sleep time, while the winter months bring cooler nights and extended sleep. Understanding these seasonal variations helps you optimize your sleep!



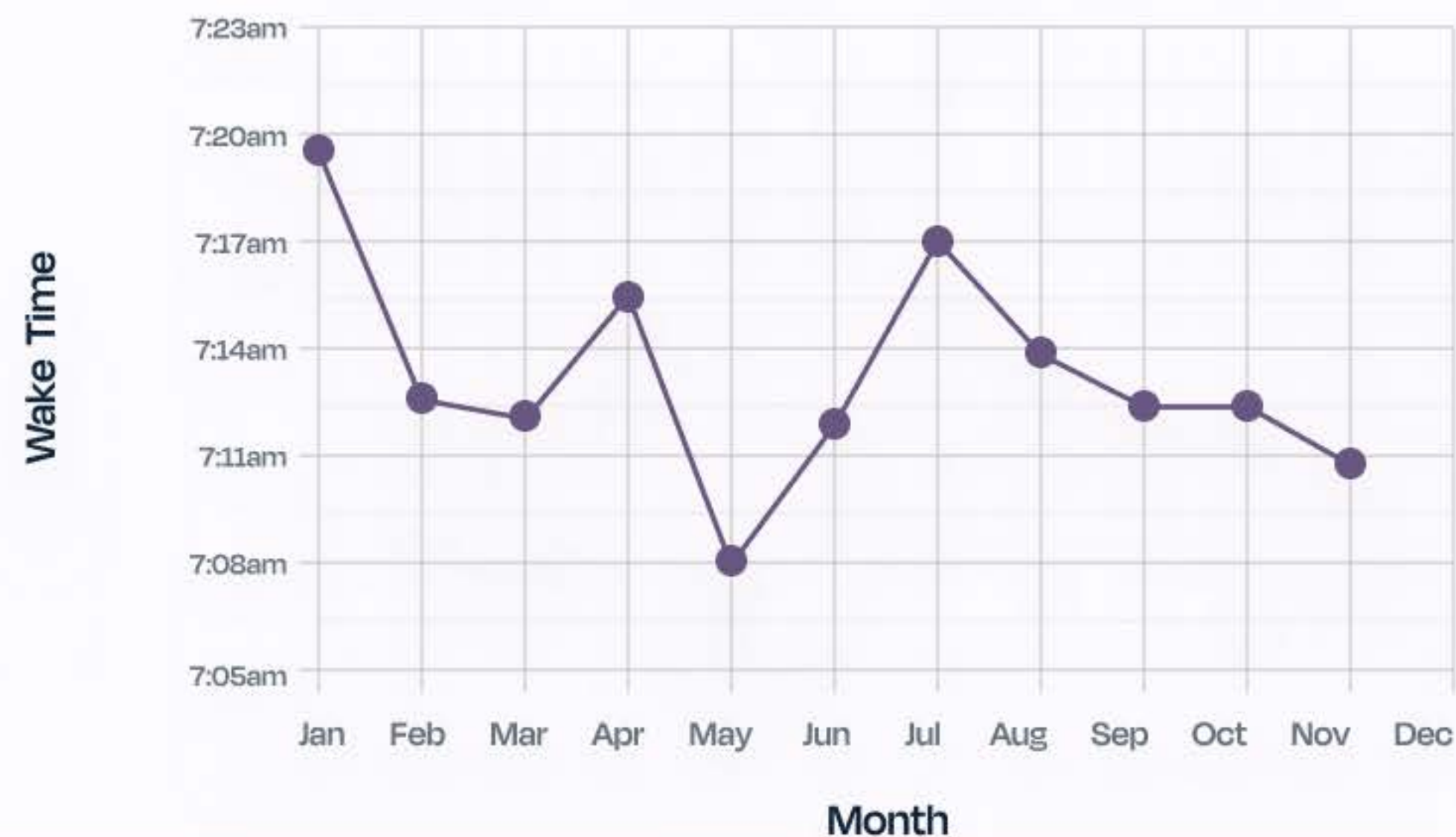
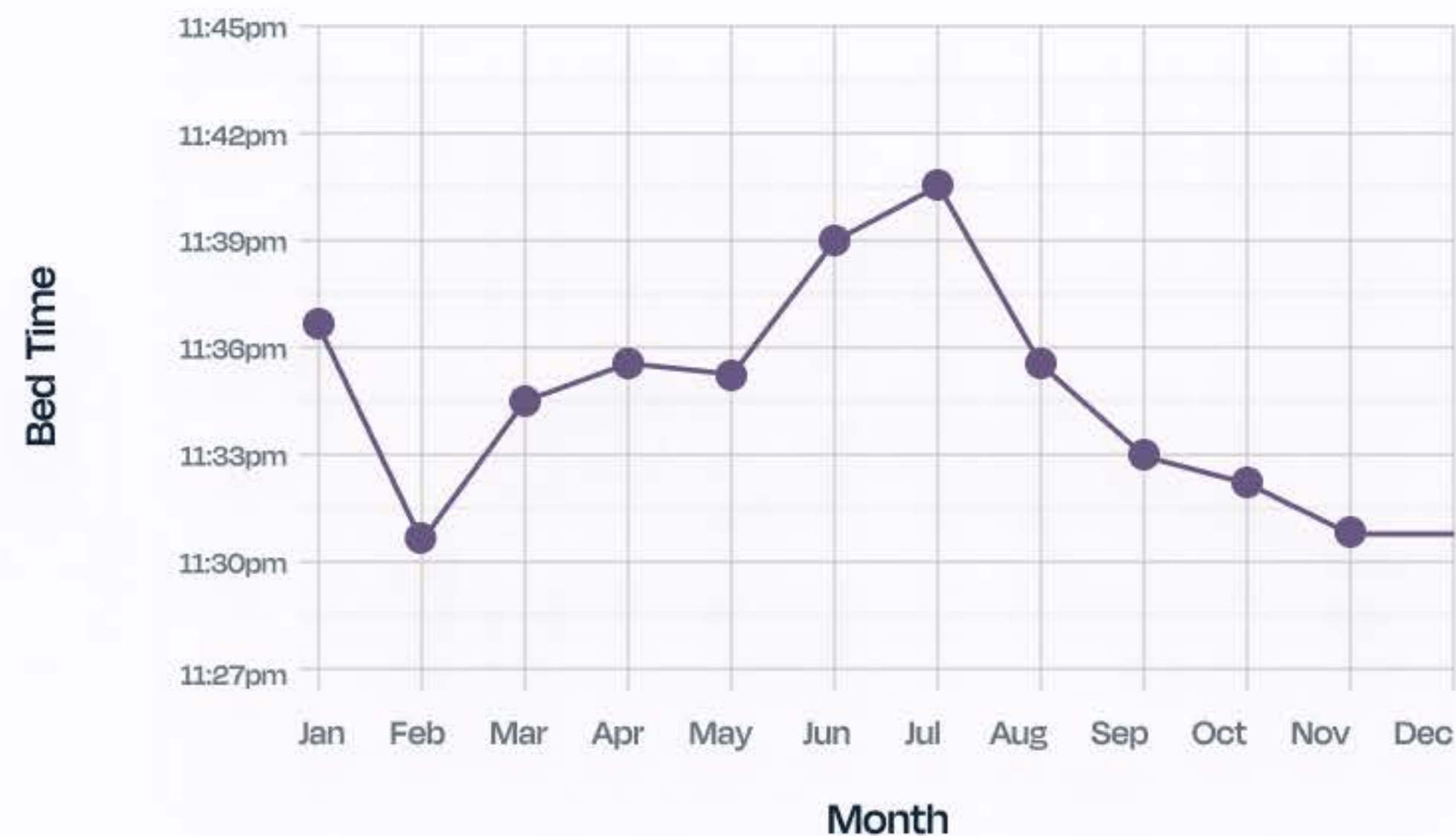


# Clock In, Clock Out: Decoding Your Rhythms

Ever wondered why your bedtime shifts throughout the year? In 2023, your bedtime swings earlier in winter and later in summer. Similarly, wake-up times sway later in winter and earlier in summer, following the natural ebb and flow of daylight.

## What Does That Mean For You?

By identifying the influence of the seasons on your sleep, you can proactively find ways to prioritize your sleep and combat any sleep disruptors you might be experiencing.

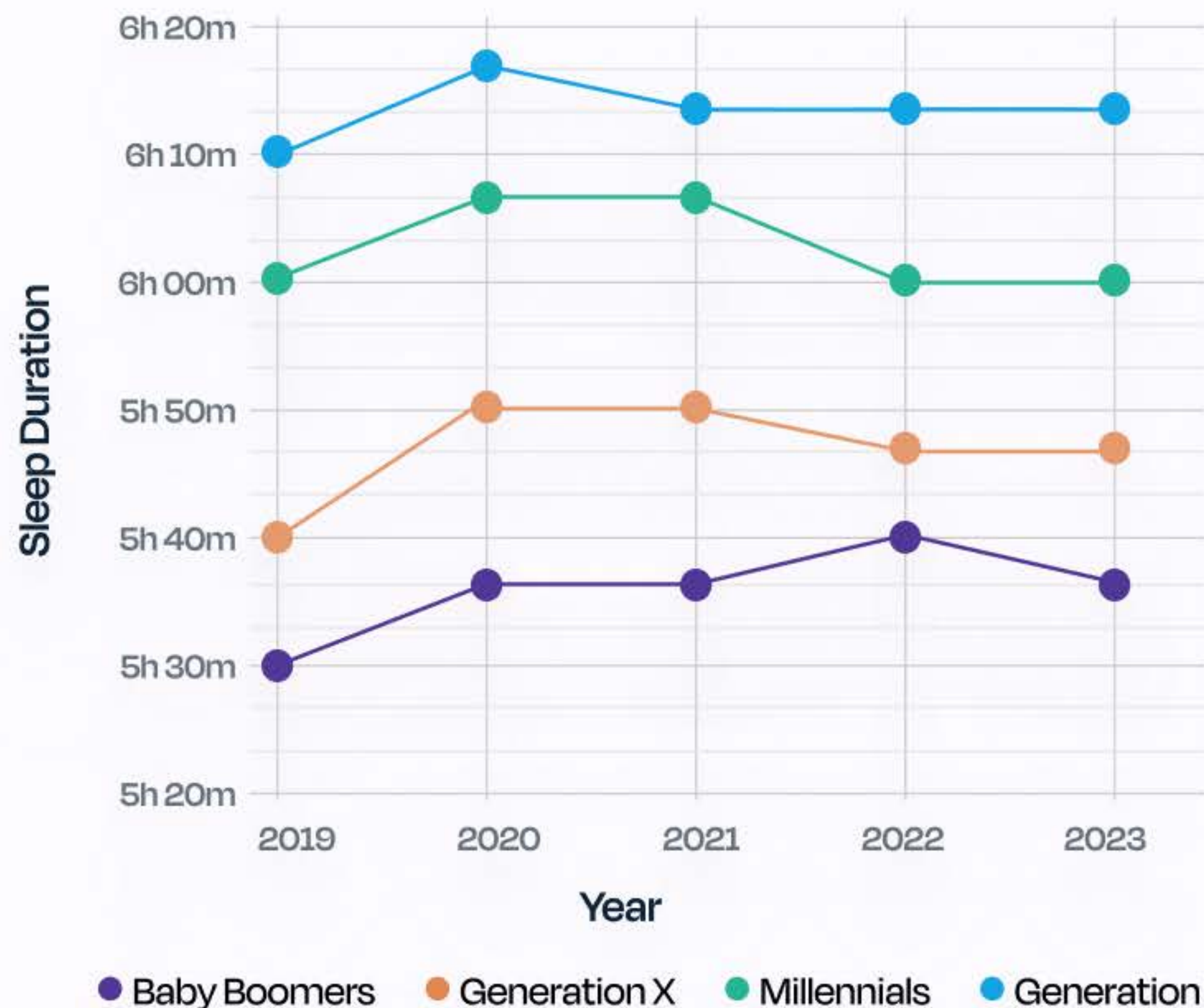




# Who's Catching the Most Zzz's?

Delve into the world of total sleep time across generations. While sleep waxes and wanes across the lifespan, we generally see that younger generations experience longer sleep durations.

But there's great news for the Baby Boomers and Generation X'ers - like the younger generations, they've also maintained their post-pandemic sleep gains!

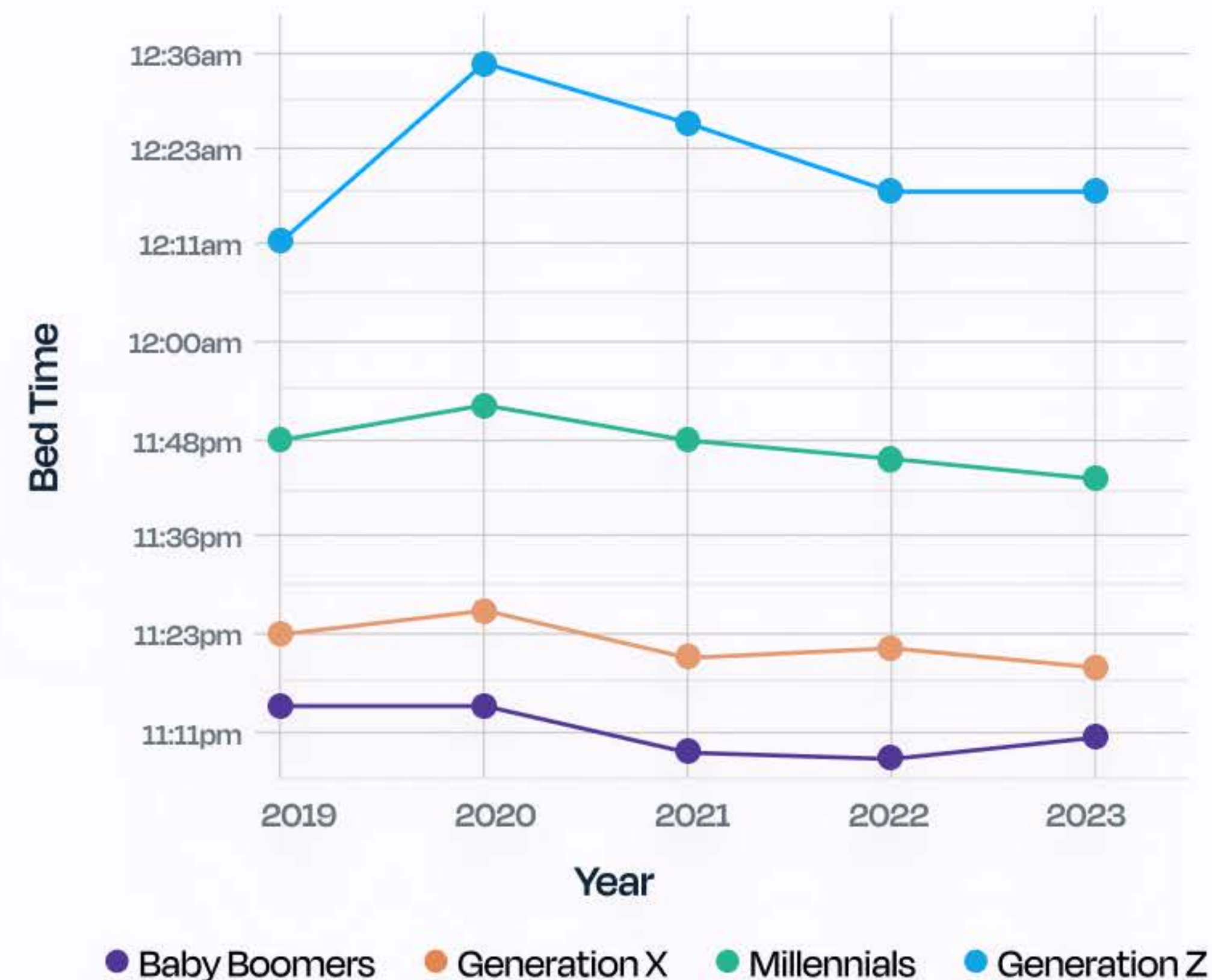




# Evolving Bedtimes: Are We In Sync?

The data highlights the intricate changes happening to our internal clock, the circadian rhythm, across the lifespan. Younger generations generally experience later bedtimes which advance to earlier bedtimes as we age.

Older generations such as Baby Boomers and Gen X generally maintain more consistent bedtimes. Millennials experience a subtle decline, Gen Z stands out with the most pronounced changes, showcasing a gradual shift towards later bedtimes.

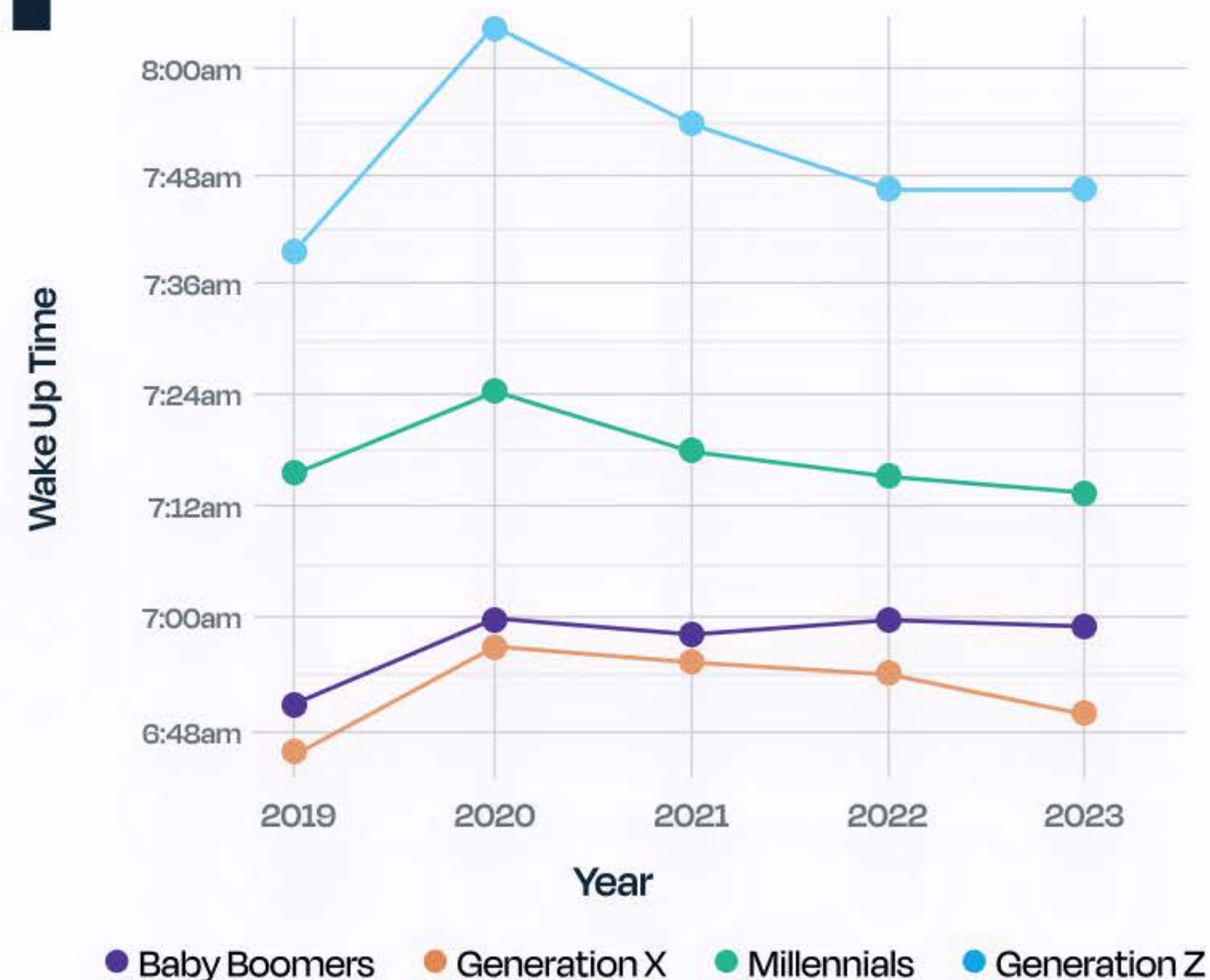




# Morning Trend: Are We All Waking Up Later?

Across generations, wake times have shifted slightly later after the pandemic, except for millennials who are rising a tad earlier.

Similar to bedtimes, Baby Boomers and Gen X have the earliest wake up times, while Gen Z and Millennials wake up the latest.





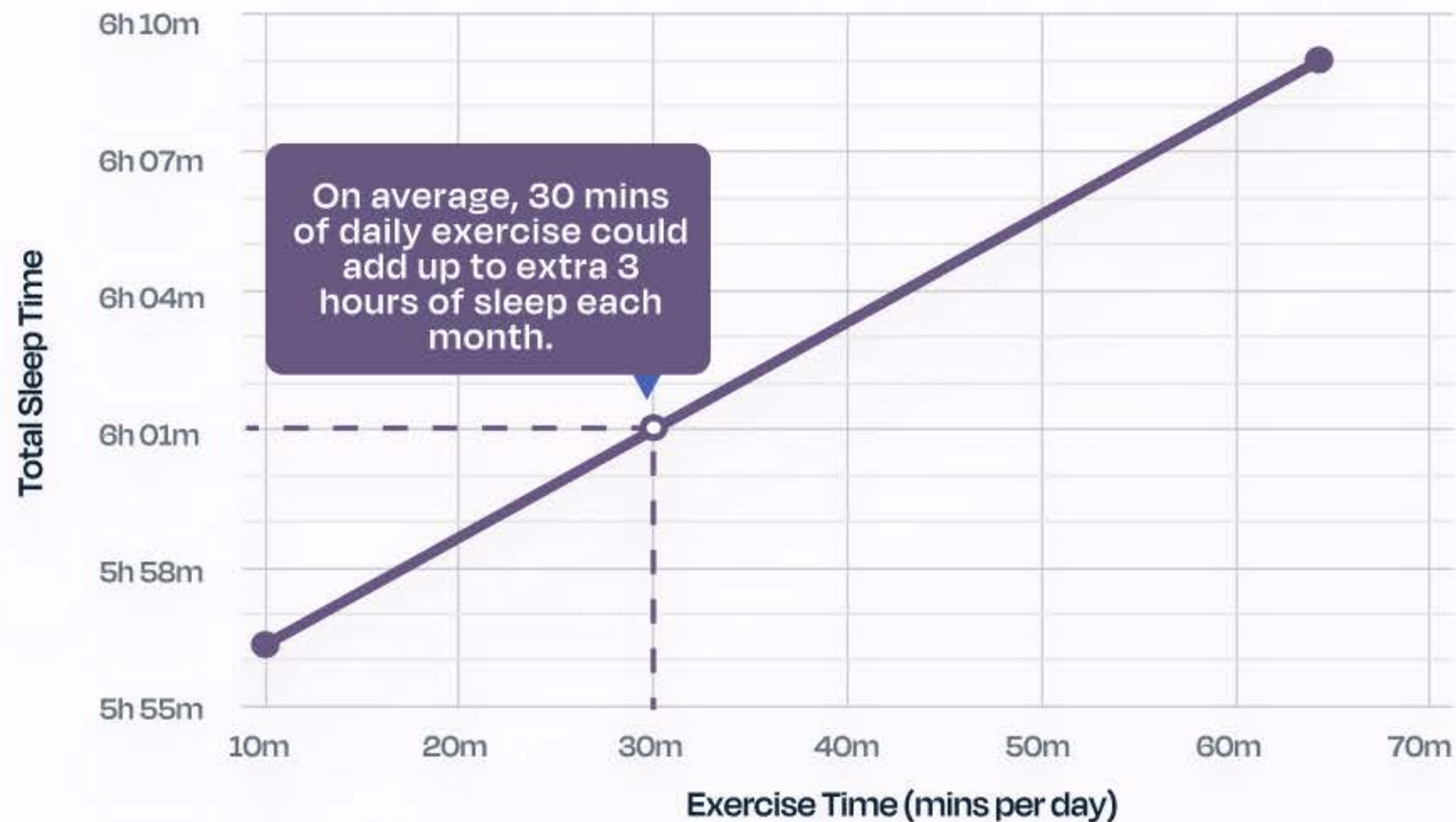
# Sweat, Sleep, Repeat: Does Exercise Affect your Sleep?





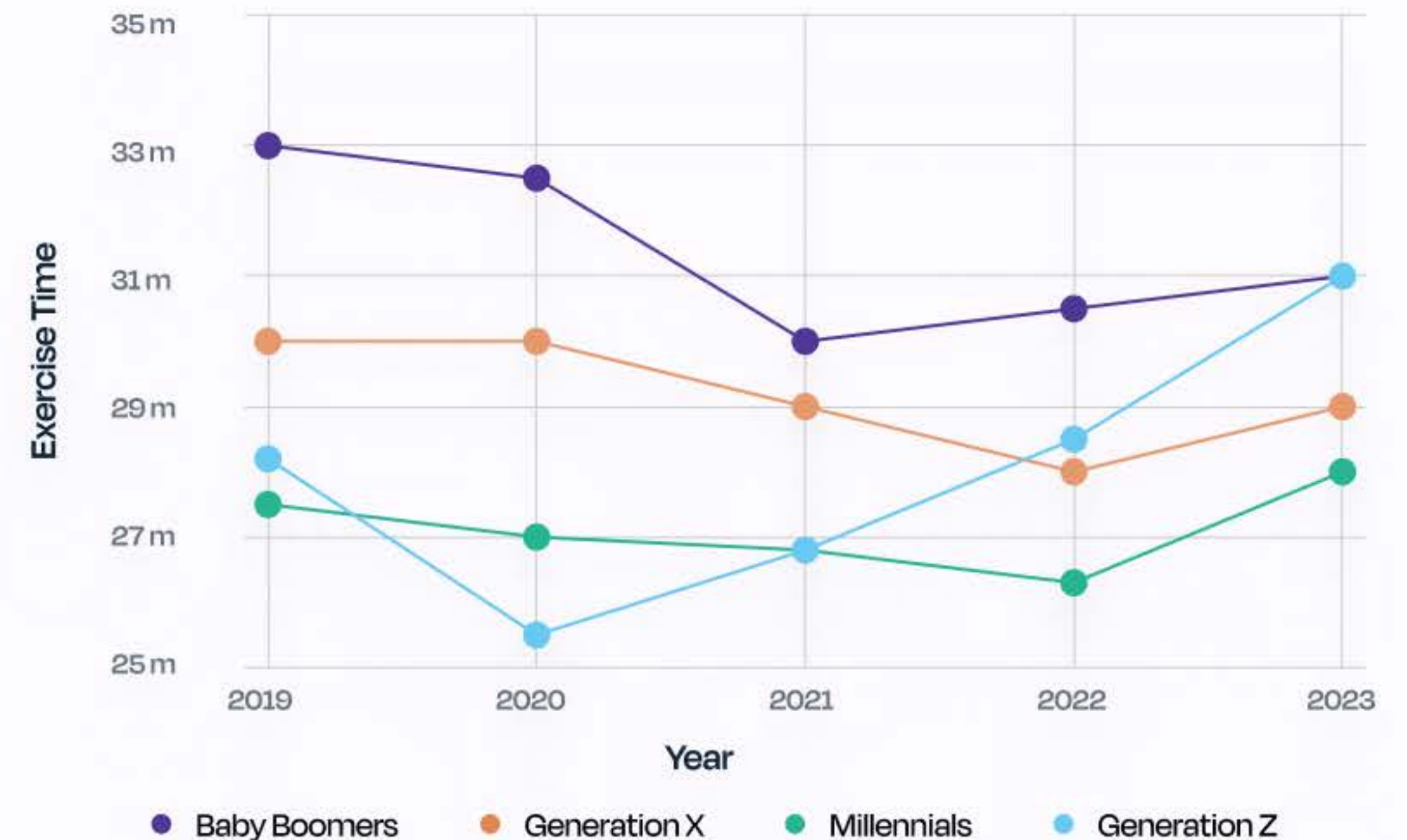
# The Link Between Exercise & Sleep

Users with higher exercise levels tend to enjoy longer sleep durations. Those extra steps might just be the key to unlocking more peaceful nights.



# Exercise Trends Across Generations

2023 witnessed a surge in workout trends across all generations. Baby Boomers, Gen X and Millennials show modest fluctuations. Gen Z stands out with dynamic trends, marked by a dip and a subsequent significant upward trend, indicating a shift in habits.





# Sleep Science Rewind 2023

Explore SleepScore's top sleep blog articles, studies, and products in 2023 – a curated selection encompassing the world of sleep science that you won't want to miss.





# Top Sleep Articles

3 Most read blog posts in our SleepScore community this year. Explore the best of 2023, and discover how these insights can transform your sleep.



## Decoding the Art of Napping

[Read more](#)



## A Strategic Approach to Acid Reflux-Free Sleep

[Read more](#)



## The Science Behind Oversleeping

[Read more](#)



# Top Sleep Studies

Top impactful study findings from the SleepScore science team.

From understanding the nuances of sleep hygiene to unraveling the impact of social jetlag and personalized sleep guides, these findings empower you to make informed choices for better sleep.



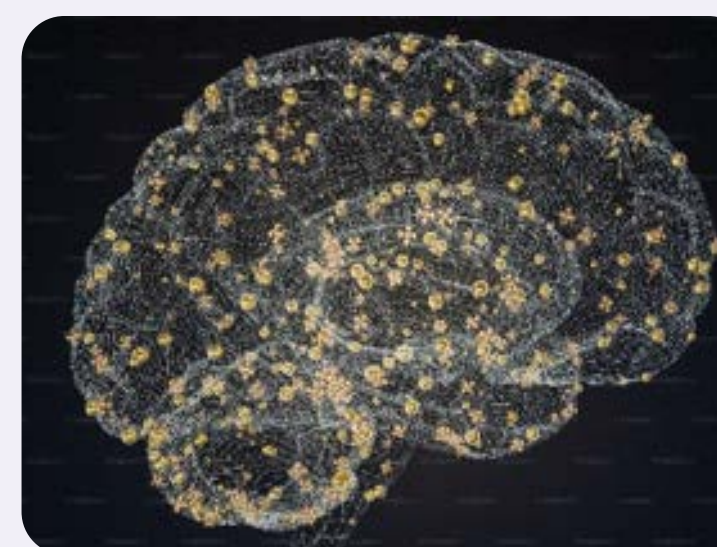
**Sleep Hygiene for Sleep Health in the General Population: What Does Data From Consumer Sleep Technology Tell Us?**

[Read more](#)



**Social Jetlag Decreases Across the Lifespan: A Longitudinal Big Data Analysis of Objective Sleep**

[Read more](#)



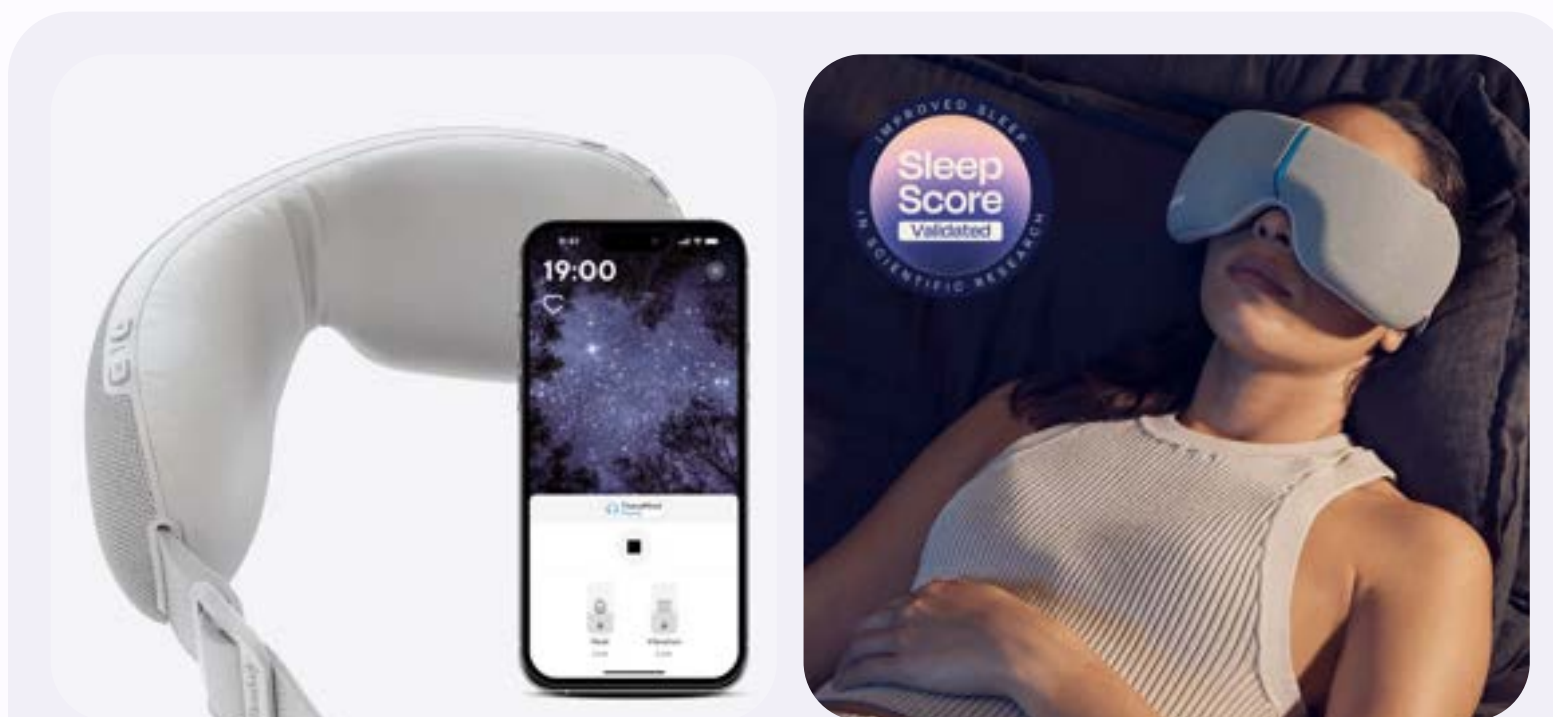
**Increased Engagement with a Tailored Sleep Guide is Associated with Reduced Variability in Sleep Efficiency in Chronic Insomnia**

[Read more](#)



# Do these Products Pass the Test?

3 validated product highlights of 2023, rigorously tested and approved by our sleep experts.  
No unnecessary fluff, just science-backed recommendations for your best sleep.



## Therabody Smart Goggles

Wearing goggles before bed was associated with improved sleep quality and sleep duration

[Explore](#)



## Sleepy's by Sealy Mattress

Studies show that innerspring mattress improves objectively-measured sleep and self-reported sleep in healthy adults.

[Explore](#)



## Sleepy's Pillow Insert

Participants using pillow inserts spent about 7% less time awake, reducing time awake at night by up to 90 mins monthly.

[Explore](#)



# & That is your Sleep, Rewound!

But wait, there's more! Now you can unveil even more insights with your **personalized Sleep Health Report**, exclusively in SleepScore app.

As an appreciation for your commitment to better sleep in 2023, we're gifting you a **FREE 90-day Premium subscription** 🎁

Click the button below to claim your gift. Let's make 2024 the year you truly embrace the sleep you deserve!

Unlock now

