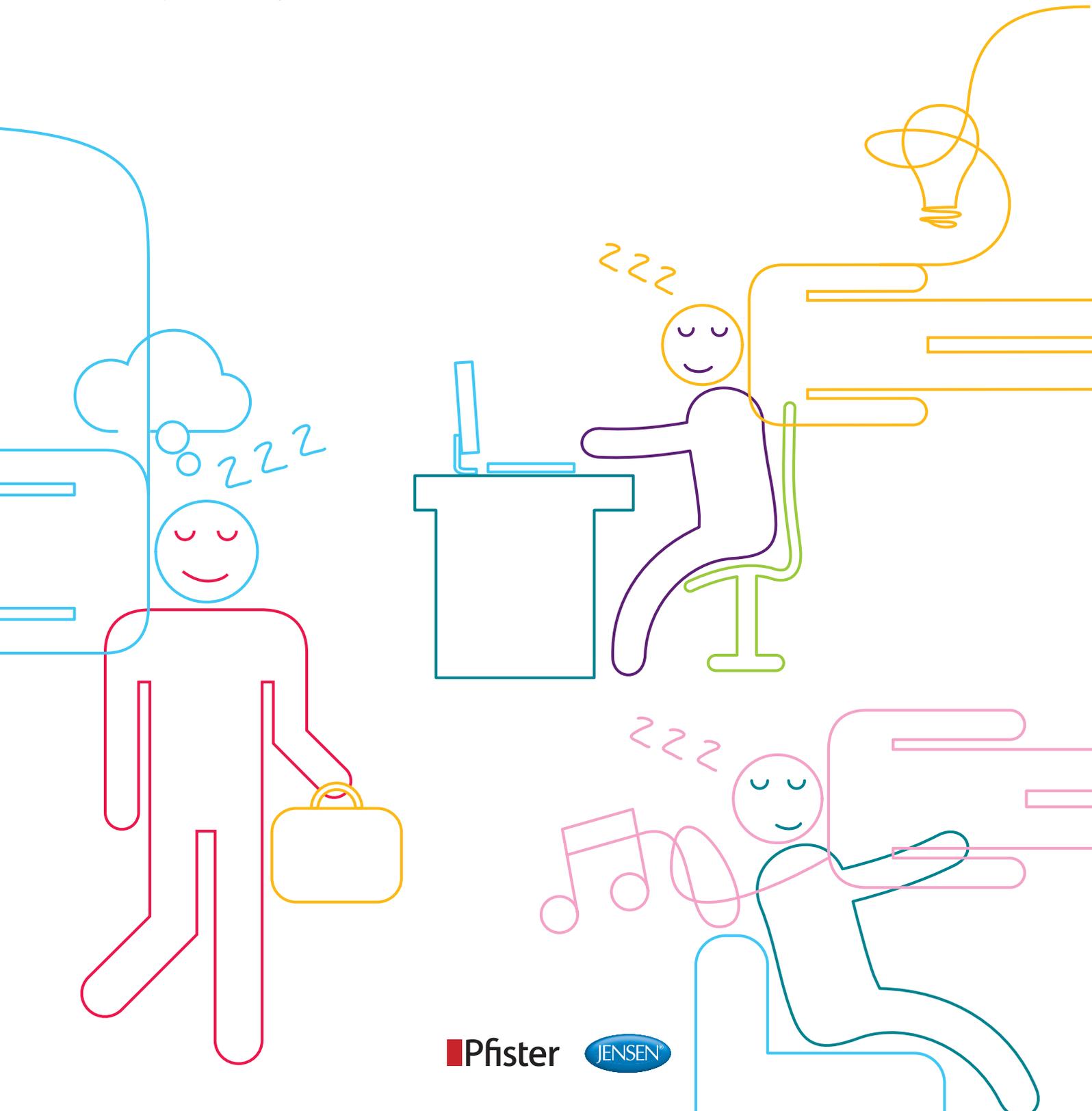


THE FUTURE OF SLEEPING

New markets in the always-on society

by Daniela Tenger, Karin Frick



Impressum

The future of sleeping
New markets in the always-on society

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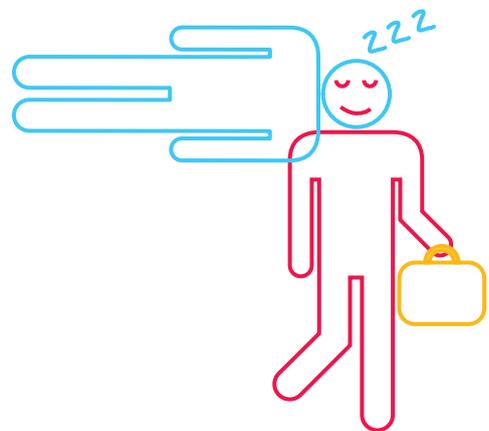
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Table of contents

4	Executive Summary
7	Foreword
8	Introduction
12	The world and its sleep at the turning point
15	Six theses on the future of sleeping
17	From a basic need to a lifestyle
21	A lot of sleep becomes the new status symbol <i>Enticement to sleep: How sleep becomes the new lifestyle and status symbol</i>
24	Power naps are becoming the new power snacks
27	Sleep will become public also in Europe <i>Making sleep more flexible: How sleep is adapted to the life of tomorrow</i>
32	Fatigue becomes the new overweight
37	Sleep becomes the key factor for success <i>Optimizing sleep: Approaches to improve the quality and quantity of sleep</i>
42	Conclusion
45	Appendix



Executive Summary

Sleep is a basic need like eating and drinking. Man needs both to replenish his physical and psychological energy reserves. Yet, our sleep is threatened. Our sleep is getting less, shorter and poorer in quality. New technology, digitalization, mobile modes of work, flexible lifestyles: Our rhythms of rest and quiet cannot evade the rapid changes of the 21st century. We are «always on» – just like our smart devices. At the same time, the voices that are constantly warning of the consequences of being available non-stop, of activities without a pause and collective exhaustion are getting louder. A reversal of trend is on the way: Our sleepless society is beginning to focus more and more on sleep. Our representative survey reveals that almost half the population of Switzerland today attributes more significance to sleep than it did ten years ago. How can the desire for sleep be harmonized with the daily life of the digital 24/7 society?

This study outlines six theses about the future of sleep. First, it assumes that sleep will change from being a **basic need to being a lifestyle**. Instead of merely accepting sleep as a biological phenomenon, in the future sleep behaviour will need to be addressed with greater awareness. To digitally measure one's own sleep will become just as natural as the principle of properly investing in a bed and mattress as well as other sleeping gadgets. Indicators of this trend are manifesting themselves already today in a rapidly expanding sleep market, which teems not only with manufacturers of beds and mattresses but also numerous start-ups with technical innovations. To sleep a lot - second thesis - will even **become a new status symbol** in the world of achievers and managers. Sleeping a lot is becoming synonymous with ambition, creativity and success, while the former cult of little sleep is being exposed as a macho behaviour. The commercial equivalence of such etiquette is found in luxury hotel trade, which lures its clientele with

the promise of exclusive sleep adventures in custom-made bedding systems.

In future - third - the **power nap will establish itself as the new power snack**. The short in-between nap is known by mankind since the beginning, not only as a cultural arrangement but also as psychological answer to our internal clock, which has been set to a brief recuperation period around midday. Even science has long proved that a midday nap, or power nap, is an effective way of increase the efficiency of the second half of the day. For the power nap to gain wide acceptance, it must be shifted from the private bedroom to the public domain and promoted with suitable offers. This turns - fourth - **sleep increasingly into something public in this country**. Harbingers of this trend are sleeping capsules in large airports or sleep masks and napping pillows which make it easy to enter the land of dreams, no matter where you are at the moment.

To meet the lack of sleep with public, mobile offers and to make sleep behaviour more flexible, is also in the interest of public health. **Overtiredness is the new overweight**, according to our fifth thesis. Sleep will in future become one of the central pillars of preventive health care. Because, when overtiredness becomes chronic, it can trigger numerous illnesses (heart problems, high blood pressure, diabetes, etc.). However, those who get sufficient sleep gain important resources for performance and - sixth - have gained the **key factor for success**. In top athletics this principle has long been recognized, and now society as a whole is discovering that sleep is an important instrument for optimizing performance. The research sector will be eager to overcome the natural obstacles of the natural sleeping cycles in order to make it possible for efficiency-oriented people to optimally use the resource of sleep. In demand in the future

will be enhancement offers which will «improve» the sleeping process with technological or natural aids. Of course, even in the future everyone must still sleep on its own.

