



SLEEP CYCLE RELEASES GLOBAL SNORE REPORT, REVEALING WHO SNORES THE MOST AROUND THE GLOBE

New findings uncover demographic and regional snoring trends, health risks, and practical tips for better rest.

Sleep Cycle, the world's leading sleep technology company, today released its first-ever **Snore Report**, a comprehensive global analysis of snoring patterns and their impact on sleep health. Based on anonymized data from more than 58 million sleep sessions recorded in 2024, the report sheds light on who snores the most, what causes snoring, and how it can affect long-term health.

Key findings from the report included:

1. **East Asia snores the most:** China and Hong Kong topped the list, with average nightly snoring times reaching almost an hour.
2. **North Africa snores the least:** Algeria and Morocco reported the lowest snoring durations, averaging under 20 minutes per night.
3. **Men snore more than women:** Men averaged nearly 47 minutes of nightly snoring compared to women's nearly 39 minutes.
4. **Snoring peaks at ages 55–64:** Snoring increased steadily with age before tapering off slightly after 65.
5. **Brits snore more than Americans,** averaging nearly 44 minutes per night compared to just under 40 minutes in the U.S.

While occasional snoring is common, habitual snoring has been linked to significant health risks, including cardiovascular disease, metabolic disorders, and sleep apnea.

"Snoring is often dismissed as just a noisy habit, but data shows it's a window into sleep health," said Dr. Michael Gradisar, Head of Sleep Science at Sleep Cycle. "Understanding your snoring patterns, whether linked to lifestyle, age, or health, is the first step to making positive changes. The good news is that many types of snoring can be improved with adjustments ranging from sleep position to lifestyle habits."

The *Snore Report* reviews popular snoring remedies from mouth taping to nasal strips with expert commentary from Dr. Gradisar on what works and what doesn't. Beyond addressing just the snorer, the report explores how partners can cope with disrupted sleep, and why prioritizing good sleep is essential for overall health and wellbeing.

In addition to tracking and analyzing snoring, Sleep Cycle is conducting a **clinical study** to validate a new smartphone-based screening tool for obstructive sleep apnea. The upcoming feature will allow users to assess their risk of sleep apnea simply by sleeping next to their phone, with no extra devices or wearables required.



By combining AI-powered analysis with insights from experts like Dr. Gradisar, Sleep Cycle helps users better understand their sleep patterns and take informed steps toward healthier rest. From tracking snoring to identifying risks like sleep apnea, the app continues to democratize access to quality sleep — because when we sleep well, we live well.

The full *Snore Report* is available at <https://sleepcycle.com/2025-snore-report>.

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About Sleep Cycle

Sleep Cycle is dedicated to making healthy sleep accessible to everyone. Our app helps users to build hero habits, identify potential sleep issues, and gain valuable insights into their sleep patterns. Leveraging patented sound technology and over 3 billion analyzed sleep sessions, Sleep Cycle provides unparalleled accuracy and personalized guidance. As part of its broader partnership program, Sleep Cycle offers company partnerships including in-app promotions, tailored SDK solutions, and an extensive data library, enabling businesses to expand their offerings with sleep solutions and insights. Sleep Cycle is listed on Nasdaq Stockholm under the ticker SLEEP, with its headquarters in Gothenburg, Sweden.

Attachments

[The Snore Report 2025](#)