



The Snore Report

Sleep Cycle 2025

Don't Ignore the Snore

Sleep Cycle takes a look at snoring trends worldwide, combining sleep science with data-driven insights and expert commentary from our Head of Sleep Science, Dr. Michael Gradisar.

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About this report

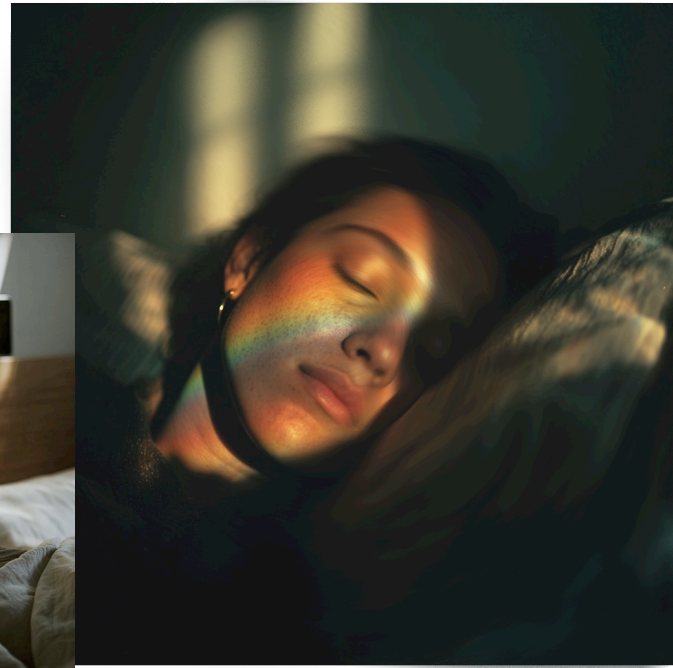
The Sleep Cycle app was born from a team of visionaries, blending technology and science to create something remarkable for you. Inspired by over 3 billion sessions from around the globe, and motivated by your curiosity and input, this teamwork transforms sleep, turning every morning into a new beginning.

The Snore Report explores global demographic snoring trends, the link between snoring and sleep apnea, and what people can do to improve their snoring—and their sleep.

We combine scientific knowledge from our Head of Sleep Science, Dr. Mike Gradisar, and unique data, to create a holistic view of how people sleep, and in this case, snore.







East Asia snores the most, while North Africa snores the least

In China, people snore almost an hour per night, which is nearly five times more than in Algeria.

The US and UK are average snorers

They spend just under 10% of their nights snoring, which is an average amount. The US snores for almost 40 minutes, while the UK is closer to 45 minutes.

Men snore for 10 minutes more than women

This is because men generally have narrower air passages than women, making them more likely to snore.

Snoring peaks in 55 to 64 year olds

Average snoring per sleep increased by age, reaching over an hour each night. Then, it decreased in those 65 years old and over.



What Causes Snoring?

Nearly all people snore at some point in their life. Snoring is the sound that happens when the airflow through your mouth and nose get partially blocked during sleep. This makes the surrounding tissues vibrate.

There are a few factors that cause snoring, like mouth anatomy, weight, drinking alcohol, your sleep position, having a stuffy nose and even sleep deprivation.

If you snore sometimes it may not be a problem, but regular snoring could be a sign of a health issue like sleep apnea.

The Different Types

Positional Snoring

The position you sleep in could cause snoring. Sleeping flat on your back makes you more susceptible to snoring because gravity narrows your airway, while side sleeping reduces the likelihood of your tongue blocking your airway.

Nasal Snoring

A stuffy nose from a cold or allergies can lead to snoring. Snoring more regularly could be caused by a deviated septum or nasal polyps.

Mouth Snoring

How you snore could be an indication of why. Snoring with a closed mouth may be due to your tongue, while an open mouth could be because of a throat problem like larger tonsils.

Sleep Apnea

While not everyone who snores has sleep apnea, frequent and loud snoring is a common symptom of the condition. Sleep apnea is a sleep disorder where breathing repeatedly becomes reduced during sleep. If snoring is accompanied by choking sounds or pauses in breathing, it's important to seek medical attention.

Who Snore More?

From which countries spent the most time snoring to which age group snores more, we share the key trends.

Average share of sleep spent snoring

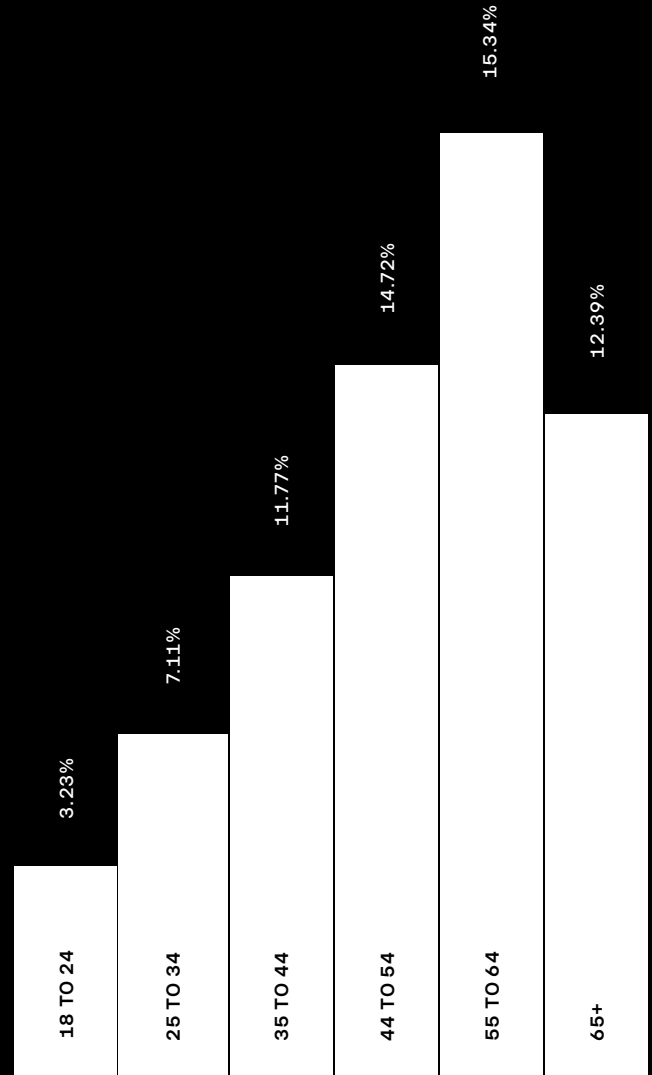


Average time spent snoring per sleep

China	59 minutes	15 seconds
Hong Kong	57 minutes	17 seconds
United Kingdom	43 minutes	54 seconds
United States	39 minutes	14 seconds
Algeria	11 minutes	39 seconds
Morocco	19 minutes	40 seconds

DR. MIKE'S TAKEAWAY

Our data aligns with anticipated trends reported elsewhere, so it's possible that the rates and amount of snoring may continue to increase in East Asia.



Men Outsnore Women

Men	47 minutes	10 seconds
Women	38 minutes	34 seconds

Changes as We Age

18 to 24	13 minutes 38 seconds
25 to 34	30 minutes 04 seconds
35 to 44	49 minutes 35 seconds
44 to 54	1 hour 2.39 minutes
55 to 64	1 hour 6.45 minutes
65 +	56.4 minutes

DR. MIKE'S TAKEAWAY

When studies are performed in a lab, there is much less difference in snoring between men and women. These studies also show that women are more likely to under-report their snoring compared to men.

DR. MIKE'S TAKEAWAY

Our data seems to follow what other studies have shown, but these are generally self-reported snoring, while our data is free from biases.



Don't Ignore the Snore

There's a myth that snoring isn't harmful, but it can cause more than just daily fatigue. Habitual snoring—snoring most nights of the week—has been scientifically linked to long-term health risks.

The good news is that most types of snoring can improve with the right adjustments. Dr. Mike Gradisar shares his advice on how to help you, or your loved one.

Measure Your Snoring

Sleep Cycle's Head of Sleep Science, Dr. Mike Gradisar, shares his advice: "A good place to start solving your snoring is by understanding it. By getting to know your patterns, like whether you snore after drinking alcohol or a bad night's sleep, you can make informed lifestyle changes and improve your health."

The Sleep Cycle app has a built-in snore tracker that monitors the sounds you make in your sleep, giving you insights into your snoring and sleep quality.

Snoring

&

Sleep Apnea

There's a big difference between regular snoring and sleep apnea. Sleep apnea is a sleep disorder where breathing repeatedly stops or becomes shallow during sleep. Untreated sleep apnea has been linked to serious health risks, so it's important to be aware of the symptoms if you're a snorer.

What is Sleep Apnea and Why Does it Happen?

When we sleep, our muscles tend to relax. This includes the muscles around our airways, which can reduce the airflow to our bodies, disrupt sleep and reduce oxygen levels in the blood.

If breathing is restricted for more than 10 seconds, it's known as 'hypopnea'. If it stops completely for a moment, it's called 'apnea'.

The 'apnea-hypopnea index' (AHI) counts how many times these happen in an hour. An AHI score of 15 or more indicates a sleep disorder called obstructive sleep apnea (OSA).

What are the Symptoms?

Waking up feeling like you need to go back to sleep all over again, even after what seems like a full night's rest, is an indication of sleep apnea. Other symptoms include loud snoring, gasping for air while sleeping, morning headaches and daytime drowsiness.

What are the Risks?

Untreated sleep apnea can have some serious health risks, which is why early awareness and screening are so important.

- **Daytime Fatigue:** Drowsy days, lower productivity, and irritability.
- **Metabolic Disorders:** Insulin resistance, type 2 diabetes, and metabolic syndrome, which raise long-term health risks.
- **Cardiovascular Problems:** Increased risk of high blood pressure, heart attacks, and stroke.

If you think you might have sleep apnea, it's important that you seek medical attention.

Diagnosing Sleep Apnea

Right now, the only way to diagnose sleep apnea is with a medical evaluation and sleep study. But, Sleep Cycle is working on a clinical study to make it easier to assess whether you might have sleep apnea.

The study is to validate Sleep Cycle's upcoming smartphone-based feature for screening obstructive sleep apnea (OSA) with no additional hardware or wearables required. This aims to make it easy to get an assessment of whether you may have sleep apnea, just by sleeping next to your phone for the night.

Treating Sleep Apnea

The good news is that sleep apnea is treatable. After getting a diagnosis, it may be managed with lifestyle changes like weight loss, regular exercise, and avoiding alcohol. There are also treatment options to explore, like CPAP therapy, oral appliances, and emerging medications.

Sleep tracking tools like Sleep Cycle can help you identify disruptions and improve your sleep over time, leading to a better night's rest.

How to Stop Snoring

Change Your Position

Sleeping on your side can regulate your airflow. It reduces the likelihood of your tongue blocking or gravity compressing the airway, which leads to snoring. You can try putting a pillow behind your back to stop you rolling over to help get into the habit.

Manage Your Weight

Weight gain can put extra pressure on the throat, constricting the airway and making it more likely to cause snoring. Managing your weight can reduce the likelihood of snoring and other respiratory problems, like sleep apnea, which has been linked to weight gain.

Make Lifestyle Changes

Studies have shown that drinking alcohol and smoking, or being around someone who smokes regularly can increase snoring. Cutting down is easier said than done, but can have a positive impact.

Consider a Mouthguard

Anti-snoring mouthpieces and mouthguards can reduce how much you snore. Tongue retaining devices (TRDs) hold the tongue in place. This keeps it from falling to the back of the throat, which can lead to snoring for back sleepers. Mandibular advancement devices (MADs) push the lower jaw forward to maximize airflow.

Clear Your Sinuses

If nasal congestion is causing your snoring, consider trying a nasal spray, using a humidifier, and removing allergens from your bedroom.

SNORING PREVENTION TRENDS

What Works & What Doesn't

Dr. Mike Gradisar shares his thoughts on the latest anti-snore trends.

Mouth Taping

The practice of using a piece of hypoallergenic tape to keep the lips closed during sleep to encourage nasal breathing.

Kind of Works

While one small study has shown promising results in reducing sleep apnea severity just with mouth taping, the evidence is still limited. For individuals considering it, consulting with a respiratory sleep physician is crucial to ensure it's a safe and appropriate option.

Nasal Strips

Adhesive strips placed over the bridge of the nose that intend to relieve congestion and keep the nasal passage open.

Placebo

When you search for the scientific evidence to back the use of nasal strips, and the titles of some studies state they're great as a placebo, it is a cause for concern. But that's in regards to nasal strips and sleep apnea. When it comes to nasal congestion, then these strips may be effective.

Nasal Dilators

Small devices placed inside the nostrils that hold the nostrils open.

Breathe Better, but Snore the Same

Similar to nasal strips, nasal dilators won't do much at all to reduce your snoring. Try something else.

Sleeping with a Snorer

A snoring partner can have a big impact on your sleep quality. Finding a solution that works for you both can make a real difference to your rest and relationship.

Sleep Headphones and White Noise

If earplugs aren't cutting it, sleep headphones could do the trick. Playing white noise or Sleep Cycle's Sleep Aid can stop you from hearing the snoring and help you drift off to sleep with calming sounds.

Do a Sleep Divorce

Sleep needs to come first, so if you can't stand the snoring then sleep divorce could be the solution. Couples who choose to sleep in separate beds or bedrooms often report improved sleep quality and overall well-being.

Use the Power of Your Mind

Although this technique takes time and effort, the rewards are just as big. People have attentional bias, which means we tend to focus on certain things in our environment while ignoring others. This includes noises like snoring.

Practice directing your attention elsewhere, whether it's each individual toe on your left foot, the softness of your blanket, or the sensation of the air as you breathe. Over time, you may find you notice the snoring less.

Sleep Well, Feel Better

Sleep impacts so many areas of your life as it sets the foundation to feeling your best. We think you should prioritize it.

Understanding your snoring is the first step to improving it. As you've seen in this report, getting snoring under control can have a big impact on your sleep, and as a result, your health.

Sleep Cycle can help you understand your snoring and how it's affecting your sleep.

Download the app today to get to know your patterns and take control of your nights for better rest and brighter days.



Powered by Sleep Cycle allows businesses to benefit from the world's leading platform in sleep innovation. We offer partnerships including in-app promotions, tailored SDK solutions, and access to aggregated sleep insights, enabling businesses to expand their offering with sleep solutions and insights to build healthier habits.

If you're interested in working together, contact partnerships@sleepcycle.com

The Science of Snoring

There are several factors that can influence snoring. Dr. Mikel Gradisar, shares some studies that shed light on our stats.

Menopause Can Increase Snoring

There's a misconception that snoring is a 'male phenomenon.' Women generally snore less than men, but there's less of a difference in older age groups. Menopause could be a contributing factor, as an increase of snoring and sleep apnea has been seen in postmenopausal women.

[Read the study](#)

Snoring and Sleep Stages

Usually apneas occur more during dream sleep, known as REM. In contrast, this study showed more snoring in deep sleep.

[Read the study](#)

Links Between Snoring and CVD

Snoring has been linked to a risk for cardiovascular disease (CVD). This study found that males with snoring have a higher risk of developing CVD compared to females.

[Read the study](#)

Treatments for Positional Snoring

Positional Therapy devices, like anti-snoring pillows and vibration alarms, align the head and neck to keep airways open, have been found to effectively reduce snoring.

[Read the study](#)

Snoring Can Increase Stroke Risks

More than a dozen studies to date show that the risk of a stroke is increased by 46% if one snores.

[Read the study](#)

Methodology

This report is based on data voluntarily and anonymously shared by Sleep Cycle users. It examines sleep session data from 2024, covering 58,908,374 sleep sessions recorded from 1,041,290 users.

The analysis provides insights derived from this extensive dataset, highlighting trends and patterns during the year.

Information & Contact
PR & Communication
press@sleepcycle.com

Sleep Cycle Drakegatan
10 412 50
Gothenburg
Sweden

sleepcycle.com