

The Sleep Tech Boom

In 2016, WGSN identified early signs of interest in sleep tech, highlighting key product opportunities at their emerging stage. Over the next few years, sleep tech moved into the spotlight for brand strategy, marketing and product launches, with mainstream applications driving mass consumer adoption in 2021 and beyond.



2016

In our [Design Futures: Smart Sleep](#) report, WGSN outlines the early movers in the space – then valued at \$7.1bn in the US – and highlights product opportunities for innovators, including sleep audio.

2019

Sleep tech moves more mainstream, influencing brand activations, which we analyse in [The Sleep Economy: Shifts & Strategies](#). The sleep economy was valued at \$40bn, and is growing 8% YoY.

Sleep tech takes over the show floor at CES, the world's leading tech trade show. In [CES 2020: Home & Lifestyle Trends](#), we report on the most important product launches that are taking the trend mainstream.

2020

As sleep tech hits the mainstream, the market makers move in. Apple Watch introduces native sleep tracking with OS7, Google's Nest Hub incorporates radar-based sleep tracking and Bose launches new Sleepbuds.

2021

Less invasive sleep-tracking products are emerging to monitor sleep from afar, rather than needing to be worn on the body. We're also tracking a rise in sleep-friendly sensorial settings, including white noise, sleep stories and calming lighting and scent.

**What's next
for this trend?**