
Oyasumi Nasai (Goodnight) – Sleeping behaviours in Japan

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Introduction



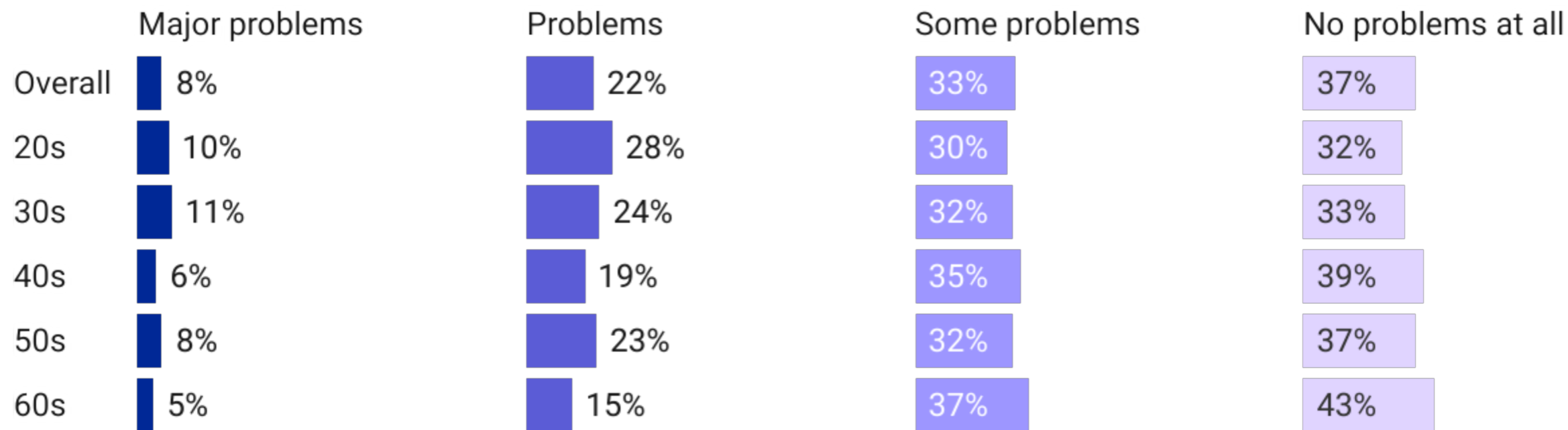
Universally, sleep plays a vital role in all of our health and well-being. Sleep helps to maintain a healthy mind and body, improves concentration, helps to relieve and cope with stress and more. Since health and well-being is a key focus for many brands, Rakuten Insight conducted an online survey with 1,000 consumers from its own proprietary panel in Japan to explore sleep behaviours and any problems with sleep.

A few key findings emerged from this study looking at sleep behaviours in Japan:

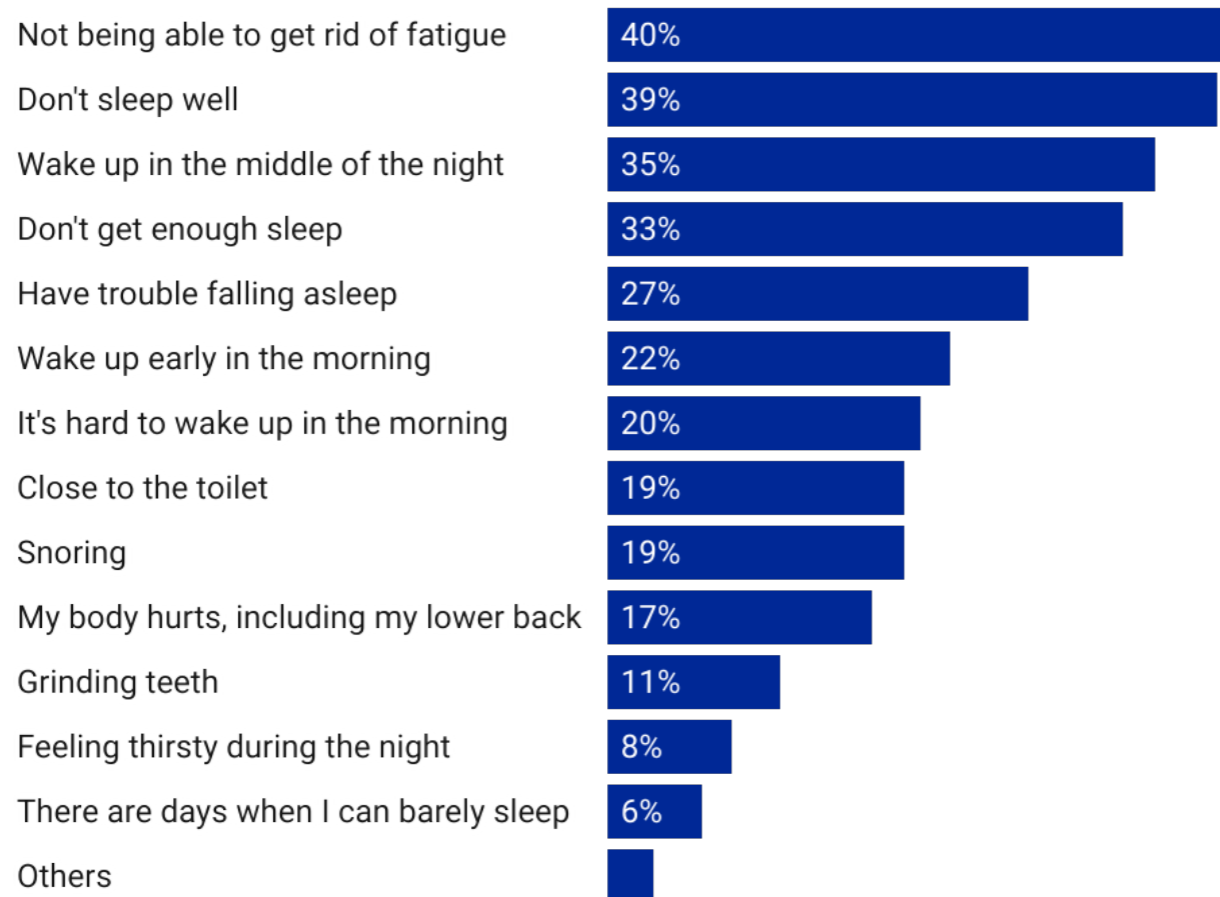
- Firstly, the impact of smartphones on sleep quality is as important a discussion in Japan as in many markets around the world.
- Secondly, people do not feel that they are sleeping as much as they need to recover from their fatigue.
- Finally, work stress is felt to be a key reason for lack of sleep. Some cultural differences exist, such as washing futons (bedding) or the ageing population, meaning lower smartphone usage than in markets with a younger demographic.

However, overall, this survey highlights the importance of sleep to us all in maintaining our health & well-being.

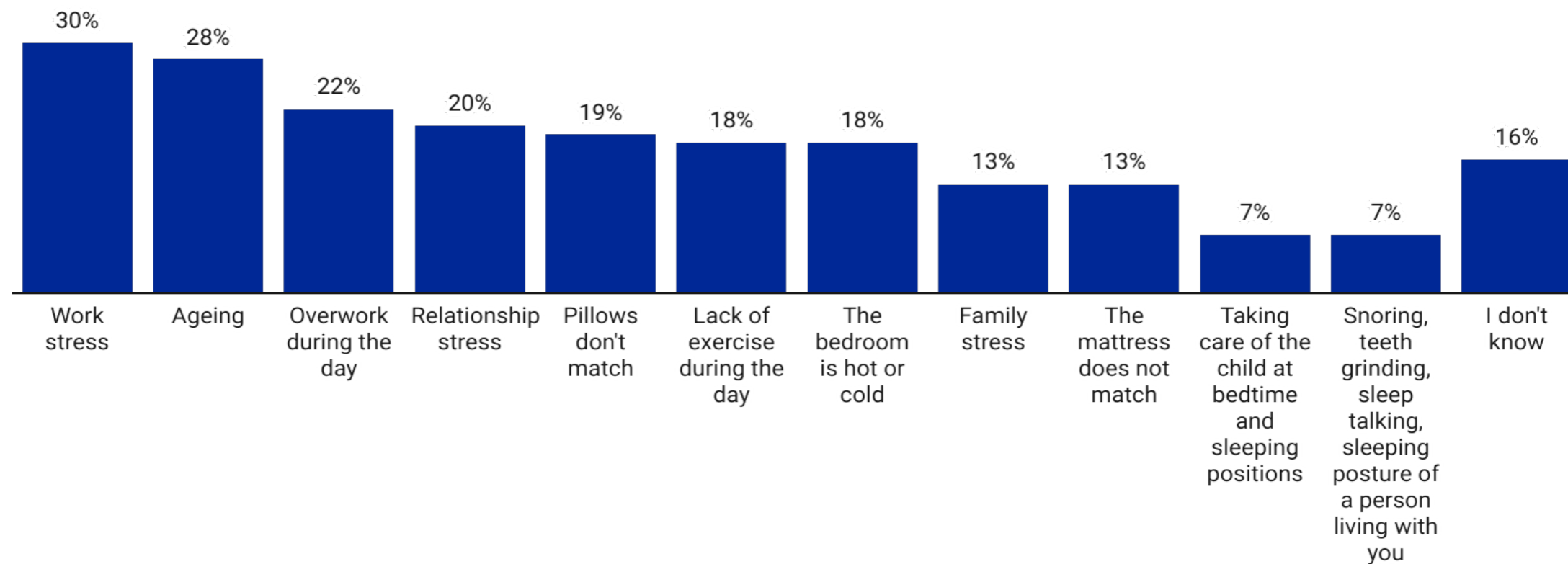
Sleep-related problems



Details on sleep-related concerns



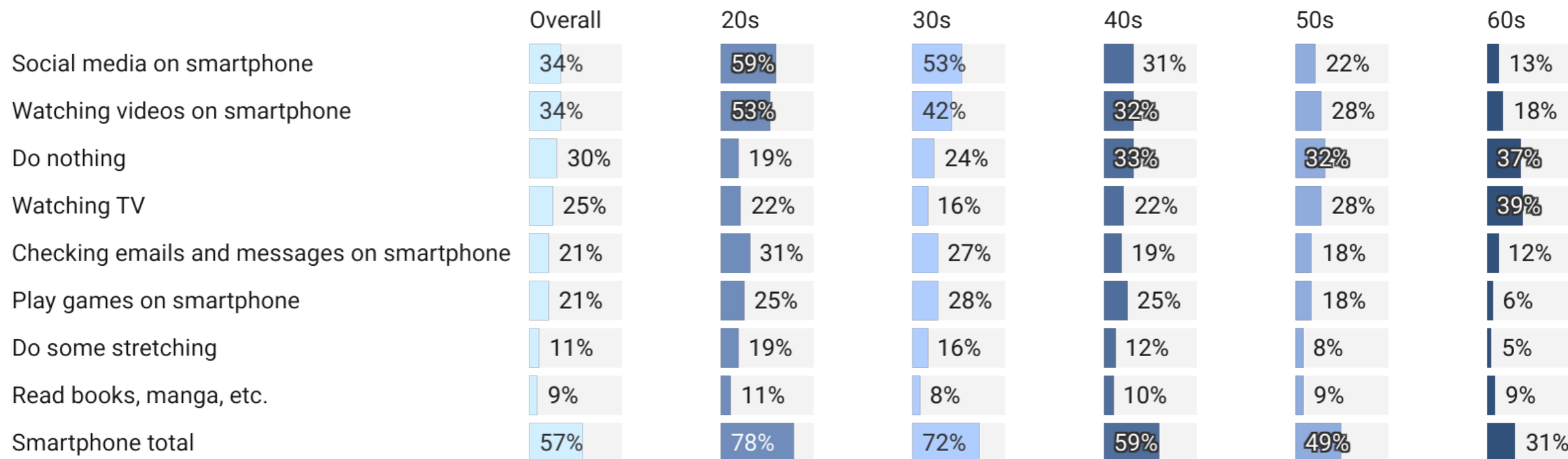
Causes of sleep-related problems



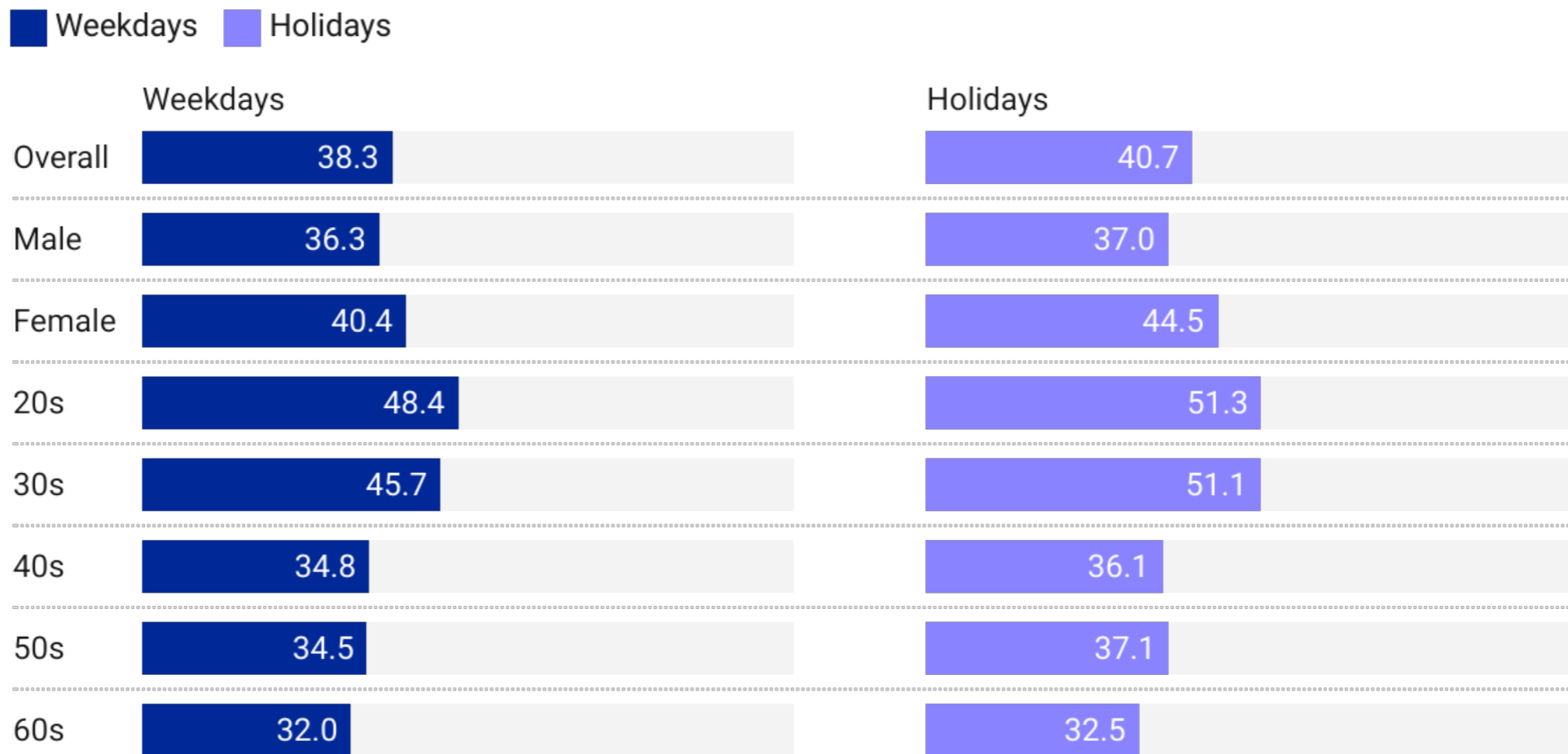
Ideal and actual sleep time (in hours)

By lifestage	Weekdays - Ideal sleep time	Weekdays - Actual sleep time	Holidays - Ideal sleep time	Holidays - Actual sleep time	Weekdays: Ideal - Actual	Holidays: Ideal - Actual
Overall	7.3	6.1	7.7	6.8	1.2	0.9
Living with parents (not living with spouse or children)	7.3	6.1	7.8	6.9	1.2	0.9
Living alone	7.4	6.2	7.7	7.0	1.1	0.7
Couple only	7.2	6.1	7.6	6.8	1.1	0.8
Family (living with spouse and youngest preschool child)	7.6	6.2	7.9	6.6	1.3	1.4
Family (living with spouse and youngest child in elementary and junior high school)	7.3	6.2	7.7	6.8	1.1	0.9
Family (living with spouse and youngest child who is older than high school)	7.1	5.8	7.4	6.4	1.3	1.0

Sleeping and smartphones

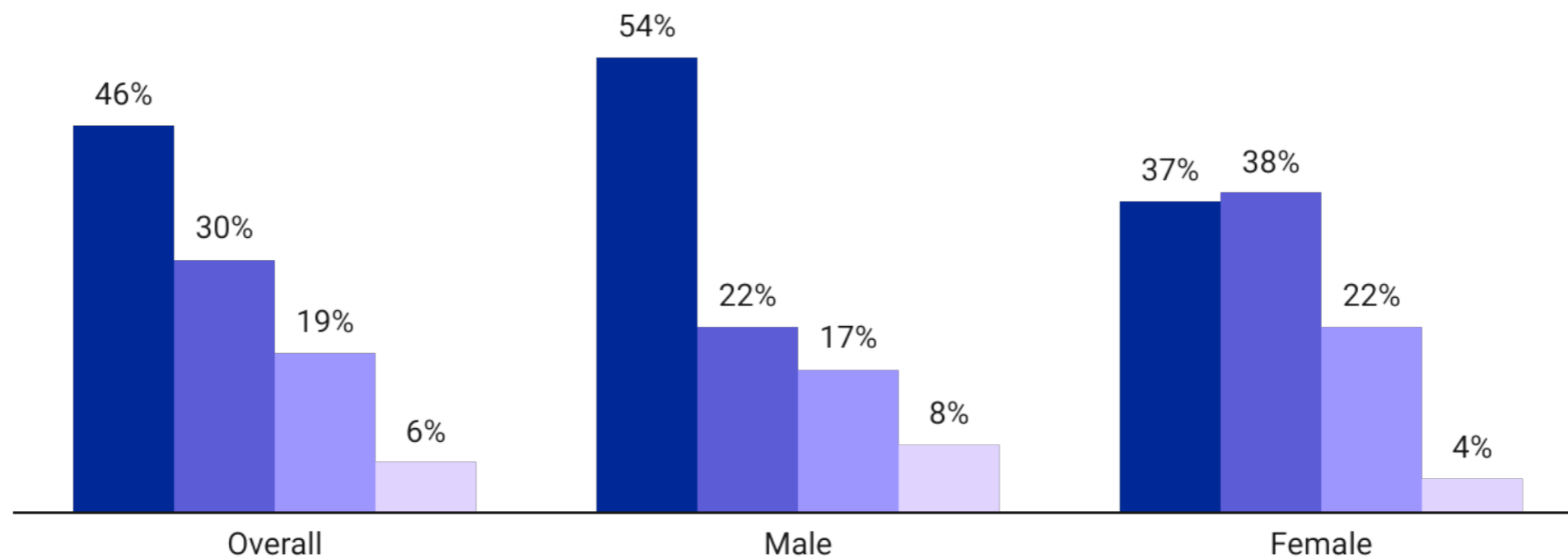


Time from lying down to going to sleep (in minutes)

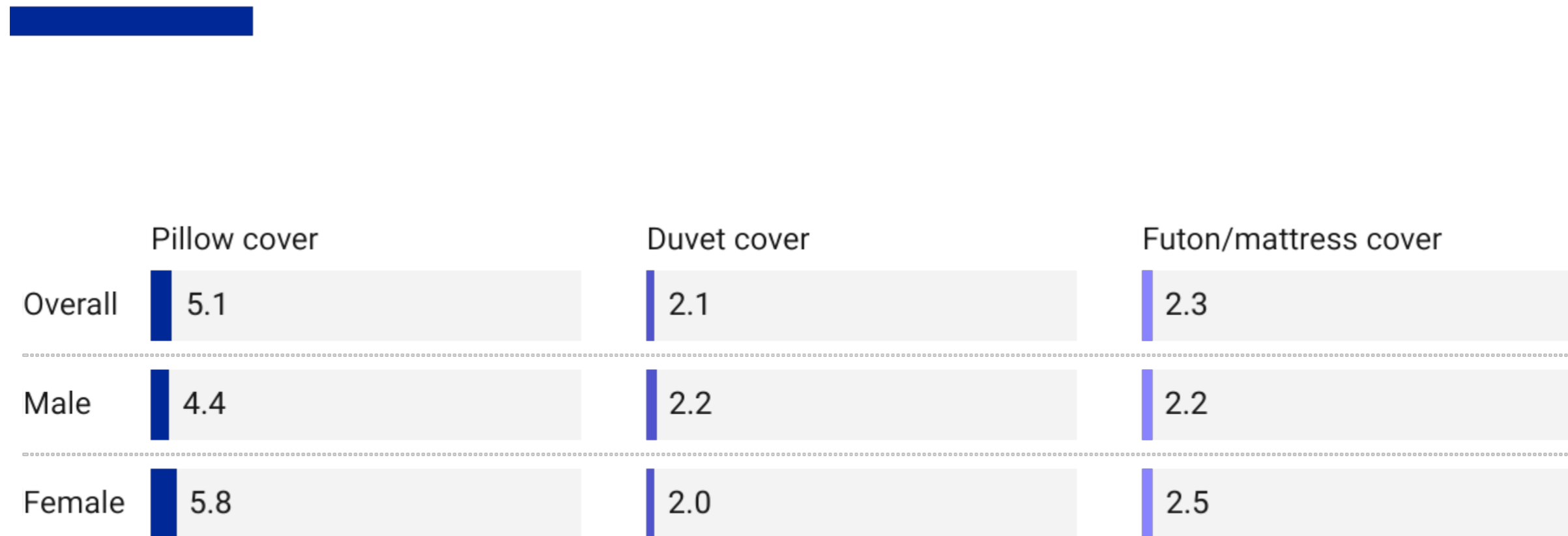


Sleeping posture

■ Sleep on the back ■ Sleep on the side with the right side down ■ Sleep on the side with the left side down ■ Sleep on the stomach



Frequency of washing bedding (times/month)



About us

For over 25 years, Rakuten Insight Global has been at the forefront of consumer market research data collection. By combining our 1st party data with the highest levels of quality assurance processes, Rakuten Insight Global has remained our clients' trusted research partner for Asia, US & Beyond.

Our proprietary online panels have been developed throughout 12 major Asian markets & the US. All of the panels are managed by dedicated local support teams and meet the highest industry standards. The Rakuten Insight Global team offers 24-hour coverage from 11 worldwide locations, providing exceptional service for 500+ clients across the globe.

Rakuten Insight Global is tasked with leveraging the 1st party membership assets of Rakuten Group for market research purposes. Having access to such a diverse and unique group of research participants allows Rakuten Insight to remain at the forefront of online research.



China
3,700,000



Hong Kong
110,000



India
1,600,000



Indonesia
1,100,000



Japan
2,200,000



Malaysia
480,000



Philippines
570,000



Singapore
115,000



South Korea
680,000



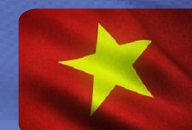
Taiwan
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Thailand
750,000



United States
3,000,000



Vietnam
550,000

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