

## Over 25 Million Brits Missing out on Sleep Due to ‘Summer Sleep Stealers’

- **Over half of Brits (56%)** – that’s 25+ million – get more disturbed sleep during the summer months
- **52%** of poor sleepers report mood swings with family, partners, or colleagues.
- **40%** say it affects their ability to work.
- **29%** notice stronger cravings for unhealthy foods.
- **Biggest summer sleep disruptors:** hot evenings (40%), longer days (20%), hay fever (6%), noise (5%), stress (3%), and sunburn (3%).
- **40%** are unaware that good gut health could support quality sleep, and **1 in 3 (32%)** do not know that sleep can support gut health.
- **Yakult has partnered with sleep expert Rob Hobson** to share tips to improve the quality of sleep and gut health

Over half of Brits (56%), which equates to over 25 million people, experience more disturbed sleep in the summer months.

The new research from [Yakult](#) reveals that of those who experience a worse night’s sleep in the summer, a staggering 83% get less than the NHS-recommended 7-9 hours<sup>1</sup> a night. Nearly 4 in 10 (38%) only sleep for an average of 4-5 hours, while close to 1 in 20 (4%) people experiencing disturbed sleep in the summer get an average of just 1-3 hours of sleep a night.

When asked about the impact of disturbed sleep on day-to-day life, over half (52%) report mood changes with family, partners or colleagues, while 4 in 10 (40%) are unable to work effectively.

One in three (33%) say the lack of sleep makes them more emotional, and the same number say it makes them feel sick or have a headache. Nearly a quarter (24%) are likely to eat more after getting less sleep, while 29% admit it makes them crave unhealthy foods. One in seven (15%) cite lack of sleep as a cause of gut discomfort and nearly 1 in 10 (9%) say they have had to take time off work due to not getting enough sleep.

The top ‘sleep stealers’ in the summer are:

1. Hot evenings (40%)
2. Longer days – lighter mornings and evenings (20%)
3. Hay fever (6%)
4. Noise, while at festivals, from neighbours’ BBQs, having the window open etc (5%)
5. Poor curtains letting in natural light (5%)

<sup>1</sup><https://www.nhs.uk/conditions/insomnia/#:~:text=Everyone%20needs%20different%20amounts%20of,need%209%20to%2013%20hours>

6. Being dehydrated (4%)
7. A change in routine (3%)
8. Stress, from holiday planning, children's summer holidays etc (3%)
9. Sun burn or mosquito bites (3%)
10. A lack of exercise (2%)
11. Different eating patterns, including eating dinner later (2%)
12. Drinking alcohol late at night (2%)
13. Staying in new places, while on holiday or visiting friends (2%)
14. Jet lag (1%)
15. Travel (1%)

As well as the more obvious methods for staying cool on hotter nights, such as using a fan (24%) and keeping a window open (14%), 1 in 20 (6%) people who get less sleep in the summer have a cold bath or shower before going to bed, while some (3%) fill a hot water bottle with cold water. Four percent even resort to booking into a hotel for the night to enjoy the air conditioning.

When those experiencing less sleep were asked about their summer eating and drinking habits, over half (56%) say they eat more BBQ food and 1 in 5 (20%) eat more red meat. Half (50%) drink more alcohol, a similar number (47%) skip meals more often and nearly 1 in 5 (18%) eat less fruit and veggies. Half (50%) eat breakfast later at least sometimes, due to the heat or lighter evenings.

The research revealed many people (40%) are not aware that good gut health could support quality sleep. The reverse is also true and getting enough sleep can support good gut health, but nearly 1 in 3 (32%) are not aware of this.

In fact - a healthy gut will produce melatonin, also known as the sleep hormone, but again over 4 in 10 (47%) people do not know this. Melatonin has been shown to have powerful antioxidant effects and can help protect gut health.

What we eat and drink, our routine and our stress levels can all affect gut health – meaning they can also affect sleep. However, 1 in 4 people (26%) do not know that routine can affect mood and sleep, while 1 in 5 (19%) don't know that what we eat and drink can impact gut health.

To help people get more shut-eye this summer, Yakult has partnered with sleep expert Rob Hobson to share advice on how to improve the quality of our sleep and gut health. *"The research highlights the various factors that can sabotage our sleep when the temperatures rise – with hotter evenings and longer days, as well as hay fever, noise and changes to routine all having an effect."*

*"The lack of sleep experienced during the summer months can make it a struggle to get through the day as energy levels are zapped, making it more difficult to concentrate on daily tasks. This can also leave you snappy and bad tempered, especially when partnered with the hotter temperatures."*

**Yakult**

*“The good news is that good gut health could support quality sleep, which is something 4 in 10 of people do not know. Similarly, getting a good night’s sleep also positively influences your gut microbiota and there are many simple ways in which you can look after both of them in the warmer weather.*

*“Practical steps to promote sleep include eating a healthy diet rich in wholegrains, vegetables, healthy fats and lean proteins. These can help to support good gut health and ensure you are getting enough of the nutrients associated with sleep such as magnesium and vitamin B6, which are involved in the production and regulation of the sleep hormone, melatonin.*

*Exercise can also help you to get a better night’s sleep, with research showing it can reduce wake episodes, improve deep sleep and reduce sleep latency - or how long it takes you to fall asleep. So, make the most of the lighter evenings and take a stroll after dinner, which can also help you to avoid unhealthy snacking.*

*If you struggle with pollen, keep the windows shut at night and take a warm shower before bed, which causes a rebound cooling effect in the body. Investing in black out blinds or curtains can also help by keeping your room dark and cool during the lighter evenings. As can switching to a crisp cotton sheet instead of a feather duvet – which will help you to regulate your body temperature at night.”*

## **Ends**

### **Editor’s Notes -**

For further info, please contact [pressoffice@yakult.co.uk](mailto:pressoffice@yakult.co.uk)

### **About the research**

The consumer survey was carried out on behalf of Yakult by Mortar Research, on 2,010 nationally representative adults in the UK aged 18+, between 7<sup>th</sup>-9<sup>th</sup> June 2023.

### **About Yakult**

Yakult was developed over 90 years ago by the Japanese scientist Dr Shirota, who spent many years investigating the benefits of intestinal bacteria. In the 1930, he selected and cultivated a unique strain of lactic acid bacteria - *L. casei* Shirota. This friendly bacteria is scientifically proven to reach the gut alive and increase the bacteria in the gut!\*

In 1935, this bacteria was used to create the iconic fermented skimmed milk drink – Yakult.

In the UK and Ireland, three Yakult products are available, all bursting with 20 billion of Yakult’s friendly bacteria. All are gluten-free, fat free and suitable for vegetarians.

Yakult Original is the iconic fermented milk drink which has a hint of vanilla and lemon flavours.

Yakult Balance contains fewer calories and less sugar\*\* and is rich in vitamin D\*\*\*, which supports immunity and muscle & bone health.

The Yakult logo, featuring the word "Yakult" in a bold, red, sans-serif font.

Yakult Plus has a juicy peach flavour. It's rich in vitamin C\*\*\*\* to support the immune system and help lower fatigue. It also contains fibre that feed the bacteria in the gut.

Today, more than 40 million Yakult products are consumed every day, in 40 countries and regions around the world.

For more information, please visit [www.yakult.co.uk](http://www.yakult.co.uk) or find us on Facebook (@YakultUKIE) and Instagram (@Yakult\_UKireland).

*\*Yakult's bacteria L.casei Shirota, increase both the lactobacilli and bifidobacteria in the gut.*

*\*\*Yakult Balance contains 68% less sugar and 38% fewer calories than Yakult Original*

*\*\*\*Vitamin D contributes to the normal function of the immune system and the maintenance of normal bones and muscle function. Each bottle of Yakult Balance accounts for 30% of the EU reference intake for vitamin D. Enjoy as part of a healthy balanced diet and lifestyle. Recommended consumption: 1 bottle per day.*

*\*\*\*\*Vitamin C supports the normal functioning of the immune system and contributes to the reduction of tiredness and fatigue. Each bottle of Yakult Plus accounts for 30% of the EU reference intake for vitamin C. Enjoy as part of a healthy balanced diet and lifestyle.*

### **About Rob Hobson**

Rob Hobson is an award-winning, registered nutritionist and sports nutritionist with over 15 years' experience. He is the author of two successful books including *The Art of Sleeping: the secret to sleeping better at night for a happier, calmer more successful day* and *The Detox Kitchen Bible* and a regular voice in the media through his writing and appearances on TV and radio. Rob works through his London-based consultancy RHNutrition, seeing private clients and working with leading brands within the wellness industry.

The Yakult logo, featuring the word "Yakult" in a bold, red, sans-serif font.