Sleep is a critical aspect of health and wellbeing. Research estimates that 1 out of 3 adults worldwide struggle with poor sleep. This is not surprising given the numerous health conditions associated with poor sleep, including stress, hormone imbalances, and blood-sugar issues that can cascade into illness. Quality sleep supports us physically and emotionally, a need that has been amplified in these challenging times. Nearly one-third of American adults, however, don’t get enough sleep — and that’s a pre-pandemic statistic. In a double-blind, randomized, prospective, placebo-controlled 2020 study, approximately one-third of ageing Americans and sleep challenged subjects who received 300 mg of KSM-66 Ashwagandha, sleep challenged subjects who received 300 mg of ashwagandha twice daily for 10 weeks showed:

- Significant improvement in sleep quality
- Significant improvement in sleep efficiency
- Significantly shorter time falling asleep

Since the emergence of COVID-19, there has been a spike in sleep product sales in the US as consumers seek products to help them prepare to be alert and energized when needed. (Measured using the Pittsburgh Sleep Quality Index, examining subjective sleep quality, sleep latency, sleep duration, habitual sleep efficiency, sleep disturbances, daytime dysfunction, next day Vigor, Iron, and Quality of Life) (Measured using the World Health Organization Quality of Life-BREF scale, examining physical health, psychological condition, social relationships, and environmental factors) (Research article: Langade D, Kanchi S, Salve J, et al. (September 28, 2019) Efficacy and Safety of Ashwagandha (Withania somnifera) Root Extract in Insomnia and Anxiety: A Double-blind, Randomized, Placebo-controlled Study. Cureus 11(9): e5797. DOI 10.7759/cureus.5797)

Researchers attribute the sales boost partly to CBD, and note that crafty formulators are combining hemp CBD with other botanicals targeting sleep and overall health, their demand for natural sleep solutions swells.

A growing opportunity

In a double-blind, randomized, prospective, placebo-controlled 2020 study, using KSM-66 Ashwagandha, subjects between the ages of 65 and 80 who received 600 mg/day of ashwagandha for 12 weeks showed:

- Significant increase in mental alertness
- Significant improvement in the quality of sleep
- Significant improvement in life in elderly participants who received ashwagandha twice daily for 10 weeks showed:

- Significant improvement in quality of life
- Significant increase in mental alertness
- Significant increase in the quality of sleep
- Significantly shorter time falling asleep