
Insomnia Relief Techniques

Why the Global Market is Paying a Premium for This Skill Set

Source: McKinsey Global Institute, World Economic Forum, OECD (2026)

Trend Driver | Why It Matters | Global Source

Escalating mental-health investment | Employers are allocating \$200 billion globally to preventive wellness, making sleep expertise a high-value service | McKinsey Global Institute

Hybrid work & 24/7 connectivity | Round-the-clock collaboration fuels chronic sleep disruption, driving demand for rapid insomnia interventions | World Economic Forum

AI-driven wellness platforms | Machine-learning health apps require validated sleep protocols, creating new roles for specialists | OECD