

PRESS RELEASE



THREE QUARTERS OF MENOPAUSAL WOMEN LIVING WITH INSOMNIA



- *New research from Dunelm reveals that menopausal insomnia has had a negative impact on the emotional wellbeing of 69% of menopausal and perimenopausal women.*
- *More than 50% of women didn't realise insomnia was a symptom and admit to struggling to deal with the menopause.*
- *New menopause insomnia campaign launched by sleep experts Dunelm is supported by double Olympic gold medallist and menopause campaigner Dame Kelly Holmes.*

Three quarters of menopausal women admit to suffering from menopausal insomnia, with the most common time to wake up in the night being 3.29am, according to new research from Dunelm.

For the millions of women waking up in the early hours, more than half (53%) simply toss and turn to try and get back to sleep, 30% read a book and the same number scroll on social media, 20% watch the TV while 17% simply stare at the clock.

The research, conducted by sleep experts Dunelm, also revealed that more than two thirds (69%) of women said that menopausal insomnia has had a negative impact on their emotional wellbeing and despite over half (59%) having struggled with the symptoms of the menopause, one in two (50%) don't know how to deal with them.

A further 59% revealed they felt underprepared to deal with their menopausal symptoms and half (50%) didn't realise menopausal insomnia was a symptom of the menopause.

60% don't know there are techniques to help deal with menopausal insomnia and 48% don't feel like they've had a support system whilst suffering and only a quarter (25%) have asked their doctor for help.

Insomnia is one of the most common symptoms of perimenopause and menopause and Dunelm has launched a campaign this Menopause Awareness Month to provide advice, support and guidance for those suffering from a lack of sleep.

Backed by double Olympic gold medallist, Dame Kelly Holmes, Dunelm will be providing supportive content and solutions for those struggling with menopausal insomnia and seeking a better night's sleep.

Dame Kelly Holmes said: "Menopausal insomnia has been a challenging part of my perimenopause, both physically and mentally, and that's why I'm supporting Dunelm's campaign to help women get a better night's sleep. A good night's sleep is a fundamental element of good health and being able to function effectively, whether you are at home or at work. The simple tools Dunelm have created to help women sleep better are easily fitted into everyday life and will hopefully help menopausal women across the UK to sleep better."

Also supporting Dunelm's campaign is Dr Clare Spencer, co-founder of My Menopause Centre and member of the Medical Advisory Committee of the British Menopause Society. She said: "Menopausal women can experience difficulty in both getting to sleep and then staying asleep throughout the night. Studies show that disturbed sleep can really affect your mood, impair judgement and concentration. These symptoms can then directly and indirectly have their own impact on sleep."

"It's concerning that many women seem to be turning to TV or screens as these are likely to overstimulate the brain and make it harder to sleep. Simple techniques like those recommended by Dunelm, including good sleep hygiene, implementing a healthy wind-down routine and practicing relaxation techniques while in bed are likely to be more effective."

This Menopause Awareness Month, Dunelm ambassadors, influencers and experts will post content to not only raise awareness of insomnia as a perimenopausal and menopausal symptom, but offer tips, advice, personal experience and entertainment to lift spirits, entertain and support during nights when many are struggling to sleep.

The content will feature on the Dunelm website and social channels and will be saved on Dunelm's Instagram highlights, so that those looking for tips and advice can find it easily.

Josie Dickinson, Senior Belonging Manager said: "Sleep is vital for your wellbeing and, unfortunately, those going through perimenopause and menopause can struggle to get the sleep they need.

"As sleep experts, and signatories to the Menopause in Workplace Pledge, we can help customers address some of their menopausal symptoms, such as insomnia, with products that can help you get a better night's sleep. In addition, content from our ambassadors will be available for those that are currently suffering."

For more information and advice, visit Dunelm's website:

<https://www.dunelm.com/content/lets-talk-about-menopause>

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For more information contact: Dunelm@tangerinecomms.com

Notes to Editors

About Dunelm – www.dunelm.com

Dunelm is the largest homewares retailer in the UK with over 180 stores nationwide and an online webstore at dunelm.com, offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics.

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.