

# Betteroo

AI-guided sleep coaching for parents of children 0–6. Parent-first by design.

<p><b>FOUNDED</b>  <b>Nov 2025</b>                  New York, NY</p>	<p><b>FOUNDER</b>  <b>Rachel Rothman</b>                  fmr. Good Housekeeping</p>	<p><b>REACH</b>  <b>7M+</b>                  parents engaged</p>	<p><b>CATEGORY</b>  <b>\$17B+</b>                  baby sleep industry</p>	<p><b>ACCESS</b>  <b>\$1/day</b>                  vs. \$400-600 consultants</p>
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**THE STORY**

Where the \$17B baby-sleep industry optimizes for the infant’s schedule, Betteroo starts with how the parent is doing — then adapts evidence-based guidance to each family’s bandwidth, emotional state, and real-world constraints. Founded by former Good Housekeeping Institute Chief Technologist Rachel Rothman, Betteroo translates sleep science into small, doable steps that adapt when real life gets messy.

The company’s *State of Parent & Baby Sleep 2026* — drawn from 52,642 parents across 107 countries — is the largest survey of its kind on families *actively seeking sleep help*.

**KEY STATISTICS · PUBLISHABLE WITH ATTRIBUTION**

<p><b>79%</b>                  of parents sleep fewer than six hours a night</p>	<p><b>82%</b>                  describe themselves as exhausted or drained</p>
<p><b>68%</b>                  of 7-9-month-olds wake three or more times a night</p>	<p><b>70%</b>                  say sleep loss is making them feel distant from their partner</p>
<p><b>9.5%</b>                  of babies fall asleep on their own</p>	<p><b>73%</b>                  of single parents feel depleted “often”</p>

**METHODOLOGY**

52,642 completed responses to the Betteroo Sleep Assessment between July 2025 and April 2026, from parents of children 0–6 actively seeking sleep help. Self-reported, anonymized, aggregated across 107 countries. Medically reviewed by Dr. Meidad Greenberg, MD — board-certified pediatrician and pediatric nephrologist. **Note:** a self-selected sample of help-seeking parents, not a probability sample of all parents.

**SUGGESTED CITATION**

Betteroo. *State of Parent & Baby Sleep 2026*. <https://betteroo.ai/state-of-baby-sleep>

**PRESS CONTACT**

**press@betteroo.ai** Reply within 2 business days. Mark URGENT for same-day deadlines.  
 Full press kit: [betteroo.ai/press-and-media](https://betteroo.ai/press-and-media)