

Football Stress May Be Following Fans to Bed, According to the Inaugural DenTek® Football Stress Test

September 1, 2026

- National survey commissioned by DenTek, the #1 OTC dental guard brand for nighttime teeth grinding, finds nearly 8 in 10 football fans keep thinking about the game after it ends, with many reporting stress-related behaviors that extend into bedtime.
- NFL legends Ronde & Tiki Barber join DenTek to encourage fans to recognize when football stress may be affecting more than just game day.

TARRYTOWN, N.Y., Sept. 1, 2026 /PRNewswire/ -- Football does not always end when the final whistle blows. Findings from the inaugural DenTek Football Stress Test reveal that nearly eight in 10 football fans (78%) continue thinking about football after the game ends, while 77% say they have continued thinking about football after getting into bed. Nearly half have stayed up later than planned because of football, suggesting that for many fans, the game can follow them well into the night. With stress among the most common contributors to nighttime teeth grinding (bruxism), the findings spotlight how football-season stress may have implications that extend beyond game day.



The DenTek® Football Stress Test reveals nearly eight in 10 fans continue thinking about football after the game ends.

Football Doesn't End at the Final Whistle

- Nearly 8 in 10 football fans continue thinking about football after the game ends.
- 77% have continued thinking about football after getting into bed.
- 47% have stayed up later than planned because of football.
- 40% check football scores while in bed.

Today's Football Culture Is Amplifying Stress

- 60% of football fans say football season is stressful.
- 43% cite social media as a source of football-related stress.
- 39% say sports betting makes football more stressful.

Stress Can Follow Fans to Bed

Among fans who say football season is stressful:

- 39% report feeling anxious.
- 32% have trouble falling asleep.
- 21% experience jaw tension or clenching.
- 69% say they grind or clench their teeth at least sometimes during stressful football games.

Today's football experience extends far beyond kickoff. Between fantasy football, sports betting, around-the-clock injury updates, social media and nonstop group chats, fans have more ways than ever to stay connected to the game. The DenTek Football Stress Test found that only 22% of fans stop thinking about football immediately after a game ends, while nearly half have stayed up later than planned because of football and four in 10 have

checked scores from bed. For many fans, the emotional highs and lows don't stop when the game does, with football-related stress extending well into the night. To help bring the Football Stress Test findings to life, DenTek has teamed up with NFL legends and twin brothers Ronde and Tiki Barber, who react to the survey results, weigh in on football's emotional highs and lows, and encourage fans to recognize when football stress extends beyond the game.

"Football has always been emotional, but today's fans never really disconnect from the game," said Ronde Barber. "Between fantasy football, injury updates, social media and nonstop news, football has become part of everyday life for many fans. When the stress of the game follows you beyond the final whistle and into the night, it's worth paying attention—especially if it's affecting your sleep!"

"Whether it's your favorite team losing, your fantasy lineup falling apart or a last-second upset, football has a way of sticking with you," added Tiki Barber. "The DenTek Football Stress Test puts real numbers behind what so many fans already experience. If it gets people thinking about how the stress of the game can follow them into the night, that's a conversation worth having."

While football stress may seem like part of being an enthusiastic fan, the Football Stress Test suggests that it can manifest physically as well. Among fans who consider football season stressful, 21% report experiencing jaw tension or clenching, while 69% say they grind or clench their teeth at least sometimes during stressful games. Stress is also one of the most common contributors to nighttime teeth grinding, which many people may not recognize until symptoms such as jaw soreness, morning headaches, tooth sensitivity, or excessive tooth wear begin to appear.

"Football has become a year-round, around-the-clock experience," said Sandra Kasprzak, Director of Marketing at Prestige Consumer Healthcare. "Fans don't simply watch football anymore—they live it. The DenTek Football Stress Test shows that the stress fans experience can extend well beyond the game, including into bedtime. With so many fans also reporting jaw clenching or grinding during stressful games, it's an important reminder that stress can show up in unexpected ways—including in our oral health."

The Football Stress Test is the centerpiece of Fantasy Guards 2.0, DenTek's football-season initiative designed to help fans better understand the connection between football stress, nighttime teeth grinding and oral health. Throughout the season, DenTek and the Barber brothers will continue sharing Football Stress Test findings and reacting to major NFL storylines across earned media and social content.

For consumers who recognize the signs of nighttime teeth grinding, DenTek Nighttime Dental Guards help protect teeth from the effects of nighttime grinding and are available at major retailers nationwide, including [Amazon](#), [Walmart](#), [Target](#), [CVS](#), and [Walgreens](#).

While every football season has its winners and losers, the DenTek Football Stress Test serves as a reminder that when the game follows fans long after the final whistle, it is worth paying attention—not just to the score, but to the signs of stress that may follow fans into the night.

For more information about the Football Stress Test and DenTek Nighttime Dental Guards, visit www.dentek.com and follow [@dentek](#) on Instagram.

Survey Methodology: *The DenTek Football Stress Test was conducted by OnePoll on behalf of DenTek among 1,000 U.S. adults who identify as football fans. The survey was conducted between July 30 and August 5, 2026.*

About DenTek®

DenTek®, from Prestige Consumer Healthcare, is a leading provider of innovative oral care solutions, empowering consumers to take charge of their oral health through proactive prevention. With a range of everyday maintenance, specialized care, and overnight care products, DenTek® coaches people to achieve peak oral health with easy-to-use, performance-driven products.

DenTek®'s portfolio of ready to wear and custom fit mouth guards are BPA-free and protect teeth from nighttime clenching and grinding. With a 6-month guarantee and unmatched comfort, they are the go-to solution for stress-busting oral care. DenTek® nighttime guards are available in three models: Professional Fit, Ultimate, and Comfort-Fit. Learn more at www.dentek.com.

About Prestige Consumer Healthcare Inc.

Prestige Consumer Healthcare Inc. (NYSE: PBH) is a leading consumer healthcare company growing trusted, category-defining brands. Headquartered in New York, the Company markets, sells, manufactures and distributes its products across the U.S., Canada, Australia, and select other international markets. Its diverse portfolio of iconic brands includes Breathe Right®, Monistat®, Summer's Eve®, BC®, Goody's®, Dramamine®, Fleet®, Hydralyte®, Gaviscon®, DenTek®, TheraTears®, Clear Eyes®, Compound W®, Dermal Therapy®, Chloraseptic®, Luden's®, Little Remedies®, Boudreaux's Butt Paste®, Nix®, and Debrox®, among others. Learn more at www.prestigeconsumerhealthcare.com.

Disclaimer: The "Fantasy Guards" campaign is not affiliated with, endorsed by, or sponsored by the National Football League (NFL). NFL is a registered trademark of the National Football League.

Campaign Assets

Tiki Barber:

https://youtube.com/shorts/LU0_07nKd-o?si=p8iV4Tzd9MxM6J8d

<https://youtube.com/shorts/6xiy9S7bkGs?si=tcKRSUfjwsLQaHl7>

Ronde Barber:

https://www.youtube.com/shorts/Wt_k-HeCb4g?si=tD0g7tB_p1tmtwcv

<https://www.youtube.com/shorts/QaxapeJfWjl?si=AQeNUS1XivVGnl3L>



 View original content to download multimedia: <https://www.prnewswire.com/news-releases/football-stress-may-be-following-fans-to-bed-according-to-the-inaugural-dentek-football-stress-test-302865897.html>

SOURCE DenTek®

Media Contact: Stephanie Fray, CONUNDRUM, Phone: 310-721-1403, Email: stephanie@conundrummarketing.com