



Euromonitor
International

Exploring Women's Health: Breaking Taboos in Menopause

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DEFINING THE MENOPAUSAL CONSUMER

Menopause can be defined in three stages

Fluctuating hormones see a myriad of symptoms

Holistic wellbeing important to peri- and post-menopausal women

Menopause accelerates physical ageing

China looks to anti-ageing while the US embraces it

Gross income increases with age

Gender income gap presents a barrier to growth

HEALTH AND BEAUTY IMPLICATIONS

Diagnostic issues drive consumers to a lifestyle approach

Menopausal supplements see an influx of indie brands

Hormonal skin care remains limited by knowledge and awareness

Moisturising remains the top desired feature for menopausal women

Holistic and Ayurvedic treatment to gain traction

Gut and skin microbiome key to future growth

Lifestyle factors should encompass consumer needs

VENeffect: hormonal skin care with a lifestyle mantra

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Older millennials are a key target audience for future growth

Affordability and data privacy concerns limit growth

Access to technology could see women's health disparities

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Scientific backing drives trust among menopausal consumers

Community gives respite to social taboos

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/exploring-womens-health-breaking-taboos-in-menopause/report.