



Euromonitor  
International

# Transforming Women's Health: Empowering Women Through the Life Cycle

May 2023

## INTRODUCTION

Scope

Key findings

Transforming women's health: Empowering women through the life cycle

Underlying consumer and megatrend drivers underpin the evolution of women's health

Despite persistent structural challenges, women's health is on the brink of a breakthrough

Approaches to women's health treatment are diversifying as education reinforces needs

Integrating digitalisation and technology for improved diagnostics, support and experiences

## INTRODUCTION

Female-specific and general health interplay draws varied implications across the life cycle

Women's health framework: Needs, life stages and solutions across the wellness ecosystem

Consumer products by area of care: Exploring converging spaces and synergies

Femtech as another layer to women's care solutions: Merits, opportunities and hurdles

Uncovering growth frontiers with femtech amid category convergence

Transforming Women's Health uncovered

## PHYSICAL EXPRESSIONS

Addressing solution gaps across the physical need spectrum

Daye goes beyond menstrual care to democratise access to gynaecological health

Phenology doubles down on education and science-based holistic menopausal care

Educational empowerment and development of regimen-based solutions

## NUTRITIONAL SUPPORT

Exploring crossover benefit spaces and further precision in personalised nutrition solutions

Womco's "female-fitting food" aims to revolutionise hormonal personalised nutrition

Wild Nutrition's "food-grown" blends offer natural based and all-inclusive supplementation

Diversifying high-efficacy nutritional alternatives for prevention and symptom mitigation

## INTERNAL BALANCE

Bridging psycho-physical outcomes for emotional benefit expressions and empathy

Selfmade's "emotionally intelligent skin care" reinforces the inside-out beauty care concept

Mamalift drives mental healthcare accessibility through empathy-driven technology

Bringing mental health to the forefront for emotive solutions and social purpose

## LIFESTYLE EMPOWERMENT

Assuring seamless, holistic wellness experiences across routines and occasions

Maude builds towards one-stop shop for intimate care from sexual wellness to grooming

Fermata femtech marketplace offers curated regimens across occasions

Rethinking portfolios and brand identity to embody and empower consumer choices

## CONCLUSION

Key findings

Transforming Women's Health: How to win

Evolution of Women's Health

Questions we are asking

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/transforming-womens-health-empowering-women-through-the-life-cycle/report](http://www.euromonitor.com/transforming-womens-health-empowering-women-through-the-life-cycle/report).