



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.