

# Women's Wellness - US - 2022

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## This report looks at the following areas:

- Life changes and health issues experienced in the past year.
- Products and services sought for life changes and health issues.
- Sources of health and wellness information.
- Factors important in choosing non-prescription health/wellness products.
- Attitudes toward women's health and wellness.

Women's wellness is in a time of transformation, which will require brands to pivot or lose out. Shifts in societal priorities and demographics, namely an aging population, are pulling the maternal journey from center stage and replacing it with issues related to menopause and aging. The menopausal audience has been long underserved and knows it. Brands that address this large cohort will be welcomed.

Another adjustment required will be responding to a younger generation with a more fluid view of gender and a large cohort of those who identify as LGBTQ+ being on the maternal journey, all of which will require brands to rethink and adapt to what it means to be a woman and what is meant by "women's" wellness.

A quarter of women prefer not to interfere with their body's natural processes when it comes to health, meaning brands will want to promote their role in a holistic wellness journey that includes diet, exercise, and mindfulness activities.

While product efficacy is of utmost importance among women, brands will also be expected to go beyond providing a product, to providing a measurable service, including education. There's a call for education related to life events, before, during, and after they occur. The pandemic intensified the spotlight on health and wellness. While the wellbeing of the family remains a leading concern for women, they're picking their heads up from the maelstrom and focusing attention on personal needs. However, many are being met by policy



"The COVID-19 pandemic intensified the spotlight on health and wellness, with women's wellness being no exception. An aging population provides opportunity for brands to cater to the needs of older shoppers, looking beyond pregnancy to include the menopausal journey and other age-related issues."

**- Jennifer White Boehm,  
Director - US BPCH Reports**

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issues that appear to restrict their personal rights, and will look for brands to represent them, validate them, and advocate for them.

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