

Women's Health - UK - 2023

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This report looks at the following areas:

- Market factors impacting women's health
- Women's physical and mental health
- Factors causing women to experience stress and anxiety
- Health areas of focus for women
- Women's openness to talk about health issues with a doctor
- Sources of physical health advice that women trust
- Attitudes towards women's health issues, including menstruation, perimenopause and the menopause, and women's health in the workplace.

Nearly a third of women aged 18-24 have poor mental health, compared to 9% of women aged 55+. Young women also report a greater number of lifestyle factors that cause them stress and anxiety. Most notably, 58% of Gen Z women say their body image causes them stress and anxiety and 26% identify their social media usage as a source of negative emotions.

The significant increase in the cost of living will push millions of women into very difficult financial situations. The increased financial pressure and additional stress will have serious implications for women's physical and mental health, too. As consumers consider price first, health will fall further down the priority list, making the healthier choices less accessible and appealing for many.

The cost of living crisis threatens to further increase socio-economic health inequalities. Women in vulnerable financial situations have poorer physical and mental health and identify more factors that cause them stress and anxiety. Women from more deprived areas in England also live on average eight years less than women from the least deprived areas.

There is an almost universal call from women for brands, employers and public bodies to start prioritising women's health issues. This includes breaking the stigma around the perimenopause and menopause, and help in educating wider society about the impact these have on a woman's health and life.



"The cost of living crisis will disproportionately impact the physical and mental health of women from poorer backgrounds, while also pushing health products and services further down consumers' priority lists."

- **Francesca Smith, Senior Consumer Lifestyles Analyst, February 2023**

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Brands and employers that pave the way in breaking down barriers for perimenopausal and menopausal women in society and at work will stand out.

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