



Euromonitor  
International

# Transforming Women's Health: Cross-Industry Impact and Innovation

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## EXECUTIVE SUMMARY

Why read this report?

## INTRODUCTION

Key findings

Exploring the transformation of women's health

Prioritising customer centricity and value creation as key prerequisites for innovation

Filling solution gaps with broad-based and medically-grounded propositions

Mapping strategic priorities and key investment spaces

Key strategic fundamentals for commercially viable solutions

## WOMEN'S HEALTH IN BEAUTY AND PERSONAL CARE

Women's health extends to greater understanding of hormones' impact on changing skin and hair

"Scalp health" positioning extends awareness of female-centric age-related hair care needs

Brazil's Menoderm Payot adjusts benefit messaging to target menopausal women

France-based Rene Furterer takes gender-neutral approach to thinning hair

Beauty and personal care players should lean on ingredients to educate about life stages

## WOMEN'S HEALTH IN CONSUMER HEALTH

Women's health a niche but fast-evolving consideration in the consumer health universe

Women's health formulations increasingly include multifunctional approaches

Yuhan Care builds upon its success in South Korea through regional expansion

Alloy combines telehealth and medications to provide a full-service approach to menopause

Consumer health companies will address health needs across life stages to maintain support

## WOMEN'S HEALTH IN FOOD AND NUTRITION

Unlocking the potential of functional foods for women's holistic health

Strong prospects for functional health claims across the women's health spectrum

Y anwai's bird's nest porridge to empower women's wellness in China

Chiyo blends Asian traditions with Western science for postpartum and fertility meal plans

C atering to women's diverse life stages with functionality and personalised nutrition

## WOMEN'S HEALTH IN APPAREL AND FOOTWEAR

After lifting taboos around periods, fashion targets women of menopausal age

Focus on women's health opens opportunities in underserved sportswear market

Puma accelerates its commitment to women's football by investing in ACL research

Budget fashion retailer Primark now offers a menopause range in the UK

Fashion players need to embrace women's health to stay relevant

## WOMEN'S HEALTH IN TISSUE AND HYGIENE

Femcare as a dynamic pillar amid destigmatisation and demographic headwinds

Exploring further converging spaces and synergies between femcare and adjacencies

Leakproof alternatives echo hygiene-functional apparel synergy

Unicharm redefines menstrual care category with bio-based fertility liner

Knix diversifies Essity's femcare offerings with leakproof selections across life occasions

Femcare businesses to reorientate from symptom- to lifestyle-focused brand positioning

## CONCLUSION

Transforming Women's Health: Recommendations for growth

## CONCLUSION

The evolution of women's health

Transforming the future 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-cross-industry-impact-and-innovation/report](http://www.euromonitor.com/transforming-womens-health-cross-industry-impact-and-innovation/report).