

Marketing To The MODERN PERIMENOPAUSE CONSUMER

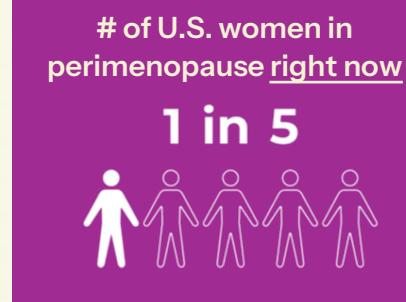
The **Modern Perimenopause Consumer** isn't who do you think she is.

Here's what you need to know about her:

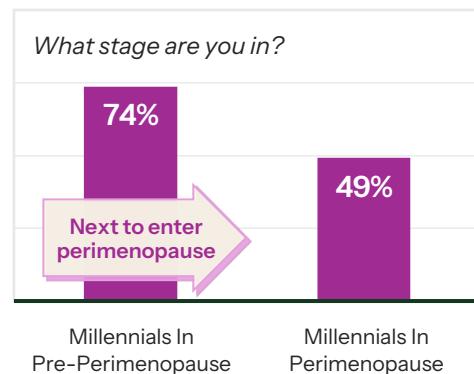
- She's not 'managing symptoms' but views this as an opportunity to optimize health and longevity.
- She is proactive, informed, and open to new solutions, but dissatisfied with current solutions – signaling room for innovation.
- She responds to brands that lead with education and credibility, not buzzwords.
- She is a Millennial bringing the modern values that have reshaped other industries.

She is ready to act, yet few brands meet her needs. Brands that engage with genuine understanding will build trust, capture momentum, and gain market share.

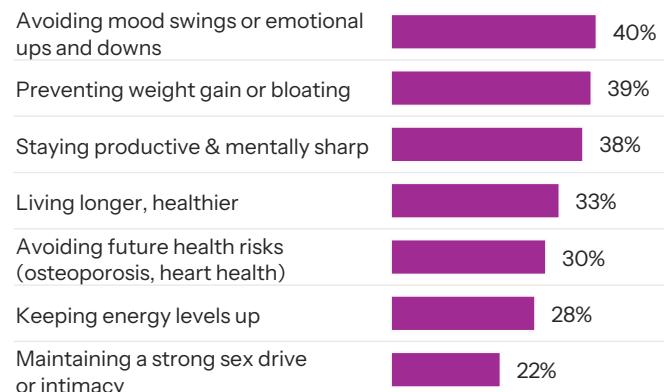
Based on a proprietary quantitative study of 465 U.S. women (ages 30-54). Conducted in August 2025.



In 5 years, Millennials will dominate the perimenopause market



Her priorities during perimenopause:

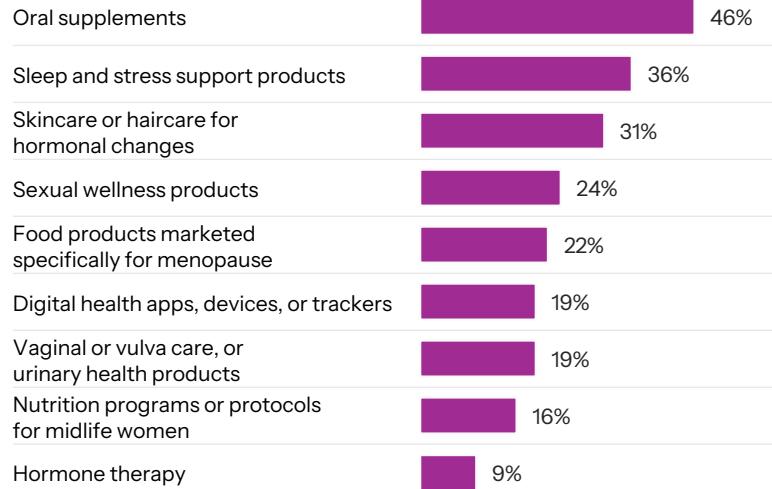


Perimenopause is a catalyst for holistic health behavior change



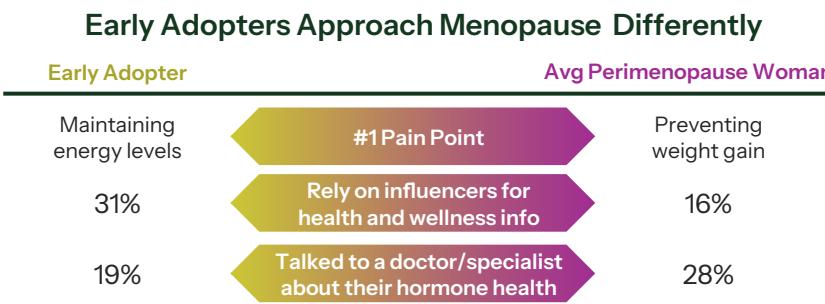
Perimenopause fuels purchases across many categories

Products Purchased in the Past 12 Months to Support Perimenopause



57% are always looking for better solutions & open to trying new things

Strong early-adopter mindset among perimenopause consumers



Proactive, Informed, and Prepared

Menopause readiness:



Her health interests:

