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# Gray hair, Gaslighting & Gadgets:

Reclaiming Women's Health  
and Wellness in the Digital Age



# Shining a **spotlight** on the underfunded and overlooked world of Women's Health and Wellness

**and how brands can stay relevant throughout women's health journeys.**

There is a major shift by Marketers in the Health and Wellness space - they are now heavily focused on women. And with good reason:

- Women are now 75% more likely than men to adopt digital health solutions<sup>1</sup>.
- 80% of customers who purchase health and wellness products are women<sup>2</sup>.
- 38% of women own a wearable compared to 32% of men<sup>3</sup>.
- By 2028 women are estimated to control 75% of discretionary spending<sup>4</sup>.

Despite the influence they wield, and the simple fact that they make up 50% of the population (and give birth to 100% of it), women have always been underrepresented, understudied and underfunded when it comes to their health.

Only 1% of pharma research and development spending goes on maternal health, 2% of medical

research funding is spent on pregnancy, childbirth, and female reproductive health, and only 3% of digital health funding goes to FemTech companies.

TikTok: never studied the female body - 2.5M views [↗](#)

## **But all this is about to change.**

In 2024, the U.S. government announced \$12 billion in new funding for women's health research, \$200 million to understand issues including sexual and reproductive conditions, as well as \$275 million to improve care and treatment for women experiencing menopause.

We're at a critical and exciting juncture as a spotlight is being shone on women's health and wellness.

## **This is a huge opportunity for brands.**

Understanding what women want and expect in this space will be a competitive advantage for brands, and will help them stay culturally relevant.

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# Future Trends

Health app market will grow

from \$4b in 2023

to

\$13b

by 2030



From in-language apps and interfaces, to real-time translation tools integrated into telemedicine platforms, culturally relevant content, voice activated in language systems, online community forums, digital translation tools for existing medical records, we're seeing crucial support for now available for diverse populations, including underserved women who may not be fluent in English.



## Women are owning their health and wellness

The women's health app market is growing by 19.6% each year and will expand from almost \$4 billion in 2023 to more than \$13 billion in 2030. North America currently leads the market with a 39% share<sup>6</sup>

Women are taking more control of their health and wellness without the help of a doctor. They're using apps and wearables to help them better understand their bodies, and their wellbeing.

That includes owning their own data. Consider the [Whoop wearable](#), which helps users track the quality of their sleep and other key health and wellness factors.

Previously overlooked by the medical system, women now use self-tracking and data from their wearable devices to document their experiences and advocate for their own health. When they do go to the doctor, they're highly informed with personalised data backed from wearables to support.

However, many women feel discriminated against in medical settings. Studies show female patients, black women in particular, are more likely to have their symptoms dismissed by medical providers.

One in five (21%) Black women say they have been treated unfairly by a health care provider or their staff because of their racial or ethnic background. In addition, 61% say they are very careful about their appearance or prepare for possible insults when seeking health care compared to just 38% for white women.

In Canada, 10 million women over 40 feel their menopausal symptoms are dismissed or trivialised when they visit the doctor. There are countless more studies that reinforce this notion.

As more and more women are feeling gaslighted, it's unsurprising many are turning to self-diagnosis.



## Women are empowered to control all aspects of their health and wellness

'FemTech,' is the technology created explicitly for women covering maternal health, menstrual health, pelvic and sexual health, fertility, menopause, and contraception, as well as other general health conditions that affect women, disproportionately or differently such as osteoporosis or cardiovascular disease.

To say it's a growing industry is an understatement.

**In the past decade, investment in FemTech business has increased 1,000% since first emerging between 2016-2022.**

Innovation in this space brings significant benefits to women, such as removing barriers to healthcare and democratising access – particularly for underserved populations.

From apps that track your menstrual cycle such as Clue and Luna, to Apps like Emjoy and Lover which are designed to help you rediscover your libido, FemTech is set to be worth \$1 trillion by 2027.

This is a fast growing, fast moving industry with plenty of headroom for growth.

### Motherhood when women want

As women are choosing to have babies at a later age, they're taking ownership over their future health at a far younger age through period, fertility and pregnancy app trackers.

The global fertility services market is expected to almost double by 2026, becoming a \$41.4 billion industry. With younger consumers opting to freeze their eggs earlier, a fifth of large companies now offer elective egg freezing as part of their health insurance to entice these young workers<sup>11</sup>.

### The downside to all this tracking

Menstrual tracking apps are the most data-hungry out of all the apps.

Flo, the period and menstrual cycle tracking app, has 62-million monthly active users<sup>12</sup>, and collects 15 data points. This includes highly sensitive information about users' periods, vaginal discharge, pregnancies, miscarriages, births and postpartum symptoms.

This information is shared with a mobile marketing platform AppsFlyer, which in turn shares the data with Meta, Google Ads and Apple Search amongst others. With a lawsuit recently filed in Canada against Flo and how the company shares data, brands and their data sharing policies will come under scrutiny.

**56% of women are somewhat or very concerned about sharing their data with health, wellness and fitness apps, with concerns rising with age.**

Source: Plus Company Survey by Angus Reid



# Key Recommendations

- **Use multi-language campaigns** to boost relevance, trust, and brand love
- **Introduce anonymous user modes** to build trust with female consumers
- **Make data-sharing clear** to retain customers and build trust



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In a recent Plus Company/Angus Reid survey

only

**3 in 10** women  
consult  
a doctor

for non-emergency advice first,  
with younger audiences being the  
least likely to consult a doctor.

66% of women agree that there should be more regulations for micro influencers compared to 61% of men.

Source: Plus Company survey by Angus Reid

13% of women consult online forums and social channels when it comes to advice compared to 11% of men. This increases to 16% among 18-34 year old women.

Source: Plus Company survey by Angus Reid



## The Doctor is Out

Generic sites such as WebMD are popular, but for many the doctor's office has been replaced by Google, online forums, TikTok and Instagram.

There are a number of conditions that disproportionately affect a high number of women but lack mainstream awareness. In this instance, online and social forums play a vital role.

For example, polycystic ovary syndrome (PCOS) impacts one in ten women, and 30% of those suffering say they rely on online forums for information<sup>13</sup>.

Even though heart disease is the No.1 killer of women in the United States, a staggering 89% of women are unaware that each stage of life comes with unique risk factors for heart disease and stroke<sup>14</sup>. Heart attacks present differently in women, but the symptoms women are told to watch out for mainly affect men. Women are more likely than men to have heart attack symptoms unrelated to chest pain.

In response we're slowly seeing media companies starting to create content for specific conditions. [Self](#), a Conde Nast Health website, offers a range of content from autoimmune disease to hypertension in order to plug the education gap.

Gen Z and Millennials are flocking to these platforms to discuss symptoms related to gynaecological and mental health. This has spurred the growth of micro influencers who are dishing out advice with varying degrees of credibility.

[Instagram: MCOBGYN](#)

[Instagram: 'Menopause Coach'](#)

[Instagram: Kelly Casperson, MD](#)

[Instagram: Menopause Fitness coach](#)





LIVE •

## Misinformation is rife in social media. And dangerous.

Medical experts are warning that some social media health trends are putting lives at risk. Two recent viral trends include the ‘period cancelling craze’ which uses a combination of gelatin powder, lemon juice and ibuprofen to reduce a menstrual flow.

[TikTok: Period cancelling / Busy Bee](#)

A study into advice on YouTube has also raised concern that guidance from social media influencers about contraception can lead to unplanned pregnancies<sup>16</sup>. This includes advice to discontinue birth control rather than safe sex or contraception.

While castor oil is being promoted to dissolve tumours and fight bacterial infections, many

**“When we work with influencers there has to be an authentic connection to the brand. Consumers are very smart today and they can tell if this connection is real and they’ll call you out if it’s not. The engagement scores speak for themselves.”**

Shannon Suggett, Citizen Relations

viewers are dubious. But the influencers stand by their unfounded advice.

Another trend called ‘dry scooping’ which rapidly spread across TikTok’s [#GymTok](#), involves taking dry protein powder before a workout. Protein brands quickly caught onto this trend, refuting it entirely.

The algorithms on TikTok make it difficult for consumers to separate influencers from clinicians. With everyone a self-proclaimed expert, it’s hard to tell the real from the fake.

Gen Z consumers are becoming increasingly skeptical of influencers on social media. Nearly half of Gen Z say social platforms have biased reviews. As trust is falling, they’re turning to online communities such as Reddit to validate what they see on social media<sup>17</sup>.

**A recent study has found that fewer than a fifth of fitness influencers have any related qualifications or credentials, making it hard to choose which fitness advice to take<sup>15</sup>.**





## A time to be Real

There is a backlash against fake influencers, who are being called out and shamed. Alongside is the rise of real and authentic content, with women posting real stories with brutal honesty. Part of the attraction is the vulnerability of the real person as people do not connect with a facade.

The mommy blogger space is facing the pressure to decide between real or Instagram real as users find there is immense pressure to bounce back after pregnancy and regain a pre-baby bod. A number of mommy bloggers are now choosing to reveal their postpartum body, stretch marks and all.

**[Catilin Sheil](#) one of many mommy bloggers embracing real.. She posted a video of her postpartum body, receiving six million views. She admitted that she debated about whether or not to be this honest**

Athletes, at the pinnacle of their health and almost untouchable, are also showing real postpartum physique from every side, not just the photogenic aesthetic. We're seeing a shift in how women are reframing what it means when they say 'You can have it all'. Because 'all' is pivoting towards self-care, acceptance, and being kinder to yourself.

Instagram: [Alex Lachance training - postpartum after twins](#) 📌

Instagram: [#postpartumfitness is a mixed bag of advice](#) 📌

# Key Recommendations

- **Be a trusted authority**—bring in experts to combat misinformation.
- **Partner with experienced agencies** to ensure influencers are legit and genuinely connected to your brand.
- **Boost trust with verification and reviews**—don't rely solely on influencer endorsements.

“Brands are being more upfront and honest in the way they communicate. Using real people and their life experience to connect. When done right it's both powerful and emotional.”

Katie Jensen, Mekanism

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**Only**

**2 in 10**

**young women are very familiar with menopause.**

Source: Plus Company survey by Angus Reid



## Menopause, the last taboo?

The ripple effect around de-stigmatizing topics relating to women's menstrual and reproductive health is at last reaching a particular segment of women. One-billion women around the world are in perimenopause, menopause, or post-menopause.

In the U.S. there are 75 million women experiencing menopause, with 6,000 more women reaching menopause each day.

As women take more control of their health, menopause is gaining traction, however there is still stigma and shame surrounding this natural biological process.

### Severe lack of education

Outside of hot flashes, brain fog and insomnia, there are more than 30 symptoms of menopause. However, there is very little awareness or understanding of the vast majority of these symptoms.

More than 90% of postmenopausal women were never taught about menopause at school and more than 60% only started looking for information about it once their symptoms started<sup>18</sup>.

Without this baseline education, it's not a surprise that 73% of women do not treat their symptoms<sup>19</sup>.

It's also not on the radar in university education and only 30% of U.S. medical residency programs offer a formal menopause curriculum.

This lack of formal training goes back to a deeply flawed longitudinal study in 2002, which linked HRT/MRT to

an increased risk of breast cancer. This study included many white women over 63 years, who were no longer menopausal.

As a result demand for HRT/MRT plummeted. Without the need to prescribe, training on menopause and treating the symptoms was put on the backburner.

Now studies affirm that hormone treatment for women under 60 is now safe<sup>20</sup>. But the training and education has yet to catch up.

### Menopause is getting the all star treatment

With such a notable education gap and fear of talking openly about menopause, Brands are moving into the conversation. There has been a boom in celebrity-backed brands marketed directly toward women.

A whole host of celebrities are investing in menopause-related products. Gwyneth Paltrow, Drew Barrymore, Cameron Diaz, Glennon Doyle, and Abby Wambach have chipped in to raise \$28.5 million for Evernow, a telemedicine company which provides

online care and personalized support in perimenopause, menopause and beyond. Naomi Watts has invested in Stripes Holistic Menopause solutions, and actor Judy Greer founded Vile, which sells supplements.

At the same time, Oprah Winfrey has hosted panel discussions with women openly discussing the challenges of this stage of life. Oprah herself went to five different doctors before learning that her heart palpitations were caused by menopause at age 48.

## Expaining Menopause

“Menopause is a time in a Women's life when she is not fertile and stops receiving her period or something like that?”

Male, 18-34 years

Source: Plus Company survey by Angus Reid

“It's when hormones are changing in the body and the brain, that shows itself with hot flashes, night sweats, irritability and no longer putting up with peoples bull shit.”

Female, 34-54 years

Plus Company survey by Angus Reid



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“There’s no longer a taboo around periods, pregnancy and fertility. We now see the door opening on conversations around menopause, but it’s currently just a crack. We want it to blow wide open.”

Marissa Cristiano, Cossette Media



With the spotlight on menopause, women are starting to feel more confident and empowered to discuss their experience among friends, family and medical professionals.

However, talk from celebrities can only do so much.

### Aging still comes with so much baggage.

We’ve been conditioned to think about aging as something negative. Words associated with youth are positive and affirming such as glow, fresh and flawless. Words associated with aging include wrinkled, dull, and women should aim to ‘reverse age’, ‘anti-age’, lest they feel invisible and outdated. There are so many products to help us fight or combat aging. Very few that celebrate or champion it.

Astonishingly, 1 in 3 women don’t mention menopause symptoms in the workplace for fear of being perceived as weak, old or past their prime<sup>21</sup>. At the same time, 39% are embarrassed to talk about the topic<sup>22</sup>.

While this rhetoric is slowly starting to change, and skincare brands are waking up to how they can promote their products moving away from anti-wrinkle and anti-aging, there is still a prevailing stigma about getting old and older.

### Learning from other markets

A global study shows that 65% of women in Great Britain feel comfortable talking about menopause with friends and family, compared to the average of 58% in Canada, and 53% in America<sup>23</sup>.

The United Kingdom is slightly ahead of the curve in terms of this openness, and brands in this market have adjusted the way they communicate with this group, recognising the potential financial reward of engaging with this sizable audience.

ZOE is a personalised nutrition app, while tailored to all ages, offers specific solutions for women going through menopause and the different stages.

Pantene has repurposed its shampoo for thinning hair explicitly for women in this cohort. Pantene Hair Biology Menopause Revitalise & Soothe Scalp Moisturiser Hair Conditioner For Thinning Hair is an existing thinning hair product that has embraced a new target audience.

Holland & Barret, a UK health food chain, offers specialist menopause advisors to help with their range of menopause support products and services, including supplements, wellbeing advice, and personalised solutions. However, the company faced a backlash on social media in the summer of 2024 when it rebranded its almond chocolate bar as covered in ‘Menopause almonds’ which naturally contain vitamin B6. Campaigners were quick to call this out as “ridiculous”

While the destigmatizing of menopause is gaining notable traction, it’s certainly not the final taboo. There is another segment of the population that has yet to find its voice.



## The last taboo could be the male menopause.

Erectile dysfunction (ED), belly fat, mood swings and a feeling of constant exhaustion are the midlife hormonal changes that men are now facing. They are caused by a combination of lifestyle factors, financial pressures, diet, depression, anxiety and lack of sleep. They're also symptoms of male menopause.

Male menopause, or andropause, isn't just a myth. Hypogonadism, or low testosterone, affects an estimated 2-to-4-million men in the United States.

But only about 5% of men receive treatment for male menopause<sup>24</sup>.

Often men are too embarrassed to discuss or seek help for their intimate medical conditions. One third surveyed said they were too embarrassed to talk about their sexual health with anyone<sup>25</sup>.

Consequently, we'll see a rise in direct-to-consumer solutions catering to this audience.

Even pre-Covid, between 2017 to 2019, there was a 1,500% increase in online visits to DTC platforms treating ED with over 11 million visits to these direct-to-consumer sites in the last quarter of 2019 alone<sup>26</sup>.

Similar to the menopause space, celebrities are championing the benefits of Testosterone Replacement Therapy (TRT). Mark Wahlberg and Robbie Williams are among a growing group of celebrities opening up about their TRT journey.

The reasons cited are to stay in shape, improve physique, low energy and depression. Only Shaun Ryder, frontman for the Happy Mondays in the United Kingdom, has stated publicly he is using TRT to treat a lack of sex drive and erectile dysfunction.

*This will be an interesting space to watch.*





# Key Recommendations

- **Focus on stages of menopause**—help close the knowledge gap with targeted content for women.
- **Champion school education** for long-term brand loyalty.
- **Target mothers and daughters entering perimenopause and puberty together**—combine messaging and products.
- **Brands can repackage products for menopause with genuine benefits**—but the claims must be legitimate.
- **Gyms and wellness centers should offer classes tailored to women in this stage of life.**
- **Food and drink brands:** create products that support joint health, fitness, and sleep for this demographic.

Obsessive

**Nearly**

**7 in 10**

**women feel that wearables can lead to obsessive behaviour.**

Source: Plus Company survey by Angus Reid

# Is our obsession with health making us unhealthy?

From traditional therapies such as cold plunges and saunas to help with depression, to more quirky items such as CBD-infused pyjamas that promote sleep, our obsession with health and wellness is fuelling a trillion-dollar industry.

Consumers have more ownership, more control and more clarity over our health and wellness than ever before.

Real time health monitoring, smart rings/watches, period trackers, sleep trackers, and smart mirrors can help us through the day and night. Advice from TikTok, inspiration from podcasts, online forums.

We can sleep, eat, workout and live better. We're set up for success to be our optimum selves.

But if we dig a bit deeper the picture is less rosy.

The tools designed to empower us and enhance our health awareness can sometimes have the

reverse effect. We're seeing a rise in digital health anxiety, where this constant monitoring can be problematic.

One study discovered that when people with heart conditions used health trackers, it lead to *"uncontrollable stress...and the development of health anxiety<sup>27</sup>."*

According to medical experts, when it comes to wearables, those who are perfectionists and individuals with a history of eating disorders should exercise caution with tracking devices.

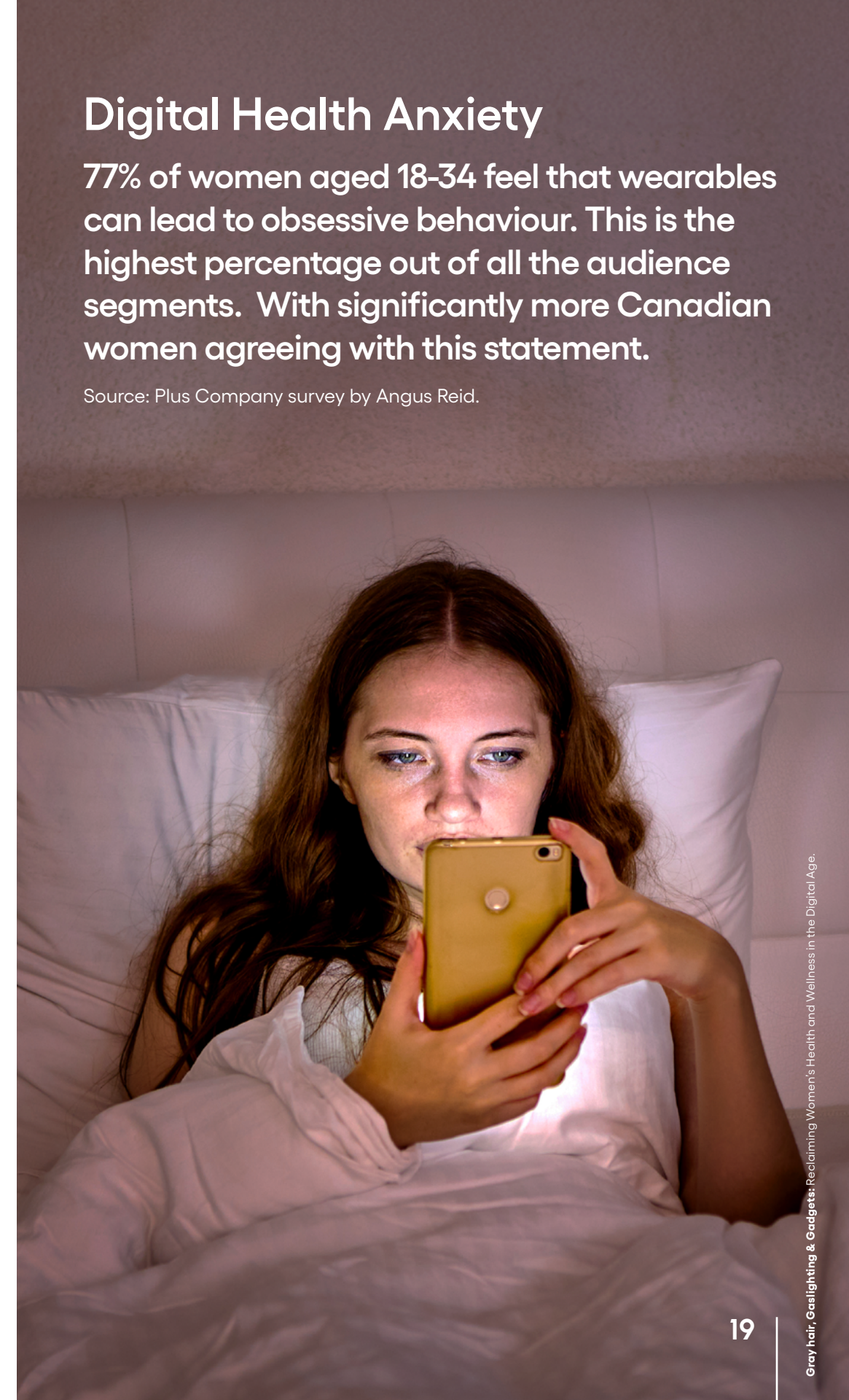
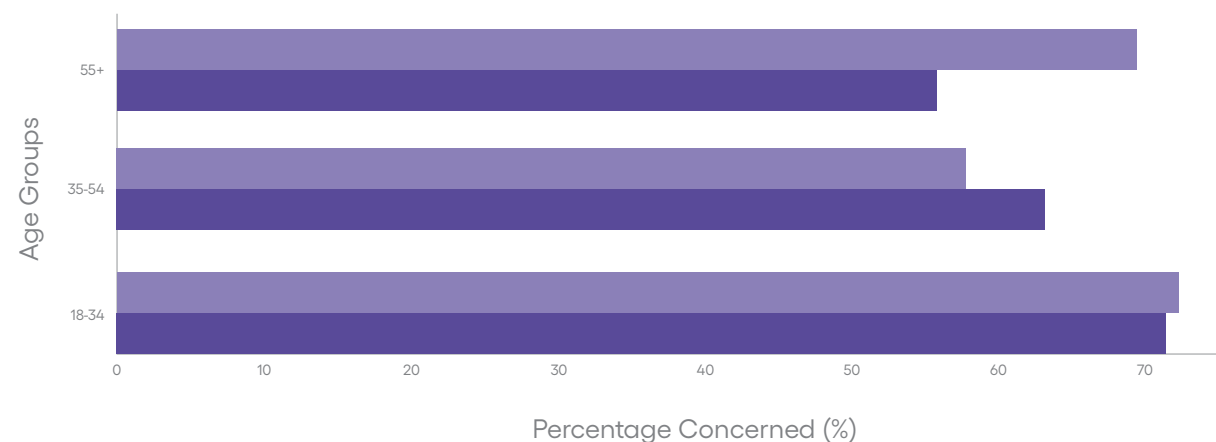
Perhaps not surprisingly, women are more likely than men to be perfectionists - 72% of women, versus 65% of men<sup>28</sup>. Also, women are more likely to have a history of eating disorders. Almost 2/3 the 30 million people in the United States with some form of eating disorder are women<sup>29</sup>.

## Digital Health Anxiety

**77% of women aged 18-34 feel that wearables can lead to obsessive behaviour. This is the highest percentage out of all the audience segments. With significantly more Canadian women agreeing with this statement.**

Source: Plus Company survey by Angus Reid.

Younger Canadian women are far more concerned over obsessive behaviour than their US counterparts





## Women are more stressed than men

Stress has risen sharply in the US, with 49% of survey respondents saying they frequently experience stress. The 2023 Stress in America survey found that women reported far higher levels of stress than men, far higher levels of chronic stress, with young women experiencing the most dramatic rise in stress.

The American Psychological Association estimates stress-related health problems cost the U.S. \$300 billion annually. A lack of sleep could be the likely culprit.

## Stress and lack of sleep is a vicious cycle.

Normal hormone and body changes throughout the stages of life – from the teen years to pregnancy, menopause, and beyond – can disrupt sleep. Studies show that women are almost 60% more likely to experience insomnia<sup>30</sup> than men.

To help get a good night's sleep many women use wearables to monitor their sleep.

But this desire to get good sleep can end up causing more anxiety, which in turn makes sleeping difficult. And it's even got a name - Orthosomnia - an unhealthy quest to achieve the optimal nights sleep driven by an over-reliance on sleep tracking data.

## Creating spaces free from stress

Faced with all this anxiety, Gen Z is leading the way in digital minimalism. Seeking ways to exist in spaces free from the stress and constant digital connectivity. Embracing IRL environments that provide a strong sense of community.

Connecting with others over wellness and fitness has helped female-only gyms emerge as a popular “third place” where women can go outside of work, school, and home to find community.

We know that women feel less comfortable exercising in public spaces. A recent survey found 76% of women feel uncomfortable when exercising in public spaces and 44% have cut a workout short due to unwanted attention<sup>31</sup>.

**“When we talk to women about wellness, sleep is always at the forefront. We’re noticing that the women who don’t use sleep trackers, don’t let poor quality sleep affect their day. Whereas women whose data shows a poor night’s sleep, will start their day feeling anxious and stressed.”**

Mairi McCaslin, Mekanism





This has prompted a rise in supportive spaces where women can exercise confidently, without judgement. Boutique fitness studios such as the French health club Gigafit which is planning on introducing their Lady V4 in Miami and Los Angeles in 2025, promising to redefine women's fitness.

Google searches reflect a similar trend, showing a 69% increase in queries about women's only gyms over the past year. While on TikTok [#womenonlygyms](#) received 18 million views in 2023.

Gyms and wellness centres are not only promoting body positivity and inclusive fitness offerings for women of all shapes and sizes but they're becoming more accessible from an affordability level. As some centres are providing sliding scale payment plans, allowing clients to pay a discounted fee based on their specific financial situation.

While this is more the exception than the norm, we'll see fitness and wellness slowly being challenged to become more affordable, particularly as those who need it most simply can't afford it. Black women in the U.S. are paid 36% less than white men and 12% less than white women<sup>32</sup>. For these women the barrier to staying active is exacerbated by this wide income gap.

### Conflicting messages about a healthy body

Dove's campaign for real beauty took the world by storm 20 years ago, and despite huge advances in how women are meant to look and feel, we're starting to see a resurgence of worrying trends.

In one breath women are told to embrace their natural bodies and reject societal pressures to conform. Pamela Anderson has gone makeup free, albeit to promote her skincare brand Sonsie. Mainstream fashion brands like Universal Standard, Summersalt and Thinx are using plus size models<sup>33</sup>. Disabled models are featured by Gucci, Tommy Hillfiger and Nike. To date, [#bodypositive](#) has 19.5m tags on Instagram and [#bodypositivity](#) has amassed an enormous 23.7 billion views on TikTok.

**“While there's a tsunami of factors that contribute to young women feeling anxious, we expect that this dip into skinny is short-lived. Knowing that anorexia nervosa carries the highest mortality rate of all mental illnesses, brands in the health and wellness space will continue to reinforce body positivity.”**







However, in the other breath, we're seeing pressure to be thin and the ideal body shape is moving away from voluptuous and curvy back towards size zero. This is being driven by a combination of social media trends and the lack of moderated advice, as well as the craze around weight loss drugs.

We've reverted back to the heroine chic era of Kate Moss, which was 30 years ago, but this time with prescribed medication as the culprit. This is a cause for concern, particularly for young women.

This desire for skinny has never been promoted by the pharmaceutical companies who make GLP-1s. Instead it's a phenomenon driven purely by social media and direct-to-consumer brands such as Hims & Hers, which offers replica products at a fraction of the price, due to an FDA loophole<sup>34</sup>.

Between 2020 to 2023, the number of U.S. adolescents and young adults who picked up prescriptions for GLP-1 related drugs rocketed up nearly 600%. More than three times as many females aged 18 to 25 received the drugs than males of the same age<sup>35</sup>.

## Digital minimalism is on the rise

The tech world is quickly realising that digital anxiety means having to rethink how they use data and AI. We're now seeing an evolution of products designed to be more considerate.

There's a new trend in smartphone technology that encourages people to be on their phone less. [OneSec](#) helps reduce bedtime screen time by enabling users to set ten-second blocks on certain apps. The world's first awareable, the screen-free Nowatch launched at CES, it's designed to prioritise thoughtful, high-quality and considered responses over quickfire, chatbot-style exchanges.

We're also seeing the return to traditional therapies such as cold plunges, saunas, forest bathing, meditation and holistic treatments as a way to disconnect the mind.

If the goal is to provide respite from constant digital connectivity, then we're going to see a surge of IRL activities and communities around health and wellness for individuals, groups as well as families.

# Key Recommendations

- **Partner up**—blend digital with traditional campaigns for sleep, wellness, and travel brands.
- **Embrace second-hand, repair and wear**—As younger consumers dip in and out of digitally connected lives, second hand/repair and wear will become popular, becoming an opportunity for brands
- **Pharma brands in GLP-1 space:** Champion body positivity and wellness, not just weight loss.
- **Supplements and nutrition brands:** Promote digital detox and stress-relief activities as a holistic approach.



# The Maturing Health & Wellness Sector for Women: Ripe with Opportunities

We can see that the women's health and wellness category is booming but at the same time, there is so much headroom for growth. The key take-outs from this deep dive can be grouped into three areas of opportunity:

## Education Gap

There is a vast education gap when it comes to menopause. The category is crying out for brands, content and authority figures to own this conversation, and own it loudly. It's something that all women will go through, so getting on their radar early could pay dividends.

## Role for Experts

There's a lack of accountability among micro influencers and left unchecked, it's giving rise to a variety of health and wellness information and inspiration - with varying degrees of credibility. As consumers look to avoid "healthwashing" the role of experts will be key.

## Passion and pain points

What's clear is that we're entering a new era, where time, money and attention will be increasingly directed to women's health and wellness. Brands that know their audience and understand their pain and passion points, will be set up for success.



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<sup>27</sup> [When heart watches contribute to health anxiety, 2020](#)

<sup>28</sup> [Study: Disgustingly perfect: An examination of disgust, perfectionism, and gender, 2022](#)

<sup>29</sup> [The National Eating Disorders Association \(NEDA\),](#)

<sup>30</sup> [Sleep medicine reviews June, 2024](#)

<sup>31</sup> [My Protein Survey, 2022](#)

<sup>32</sup> [Gender Pay Gap for Black Women](#)

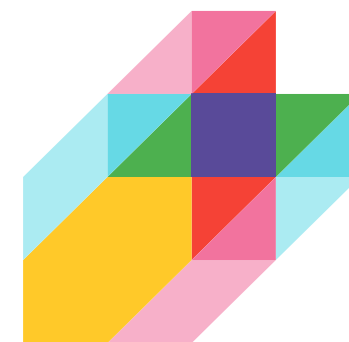
<sup>33</sup> [Article in The Lupe](#)

<sup>34</sup> [Forbes article, May 2024](#)

<sup>35</sup> [Scientist Report in JAMA, 2022](#)



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