



FMCG Gurus | Free Resource | April 2025

Women's Health: What's Next?

Examining Women's Attitudes and Behavior towards Health and Well-being



Consumer Experts, Insight Driven



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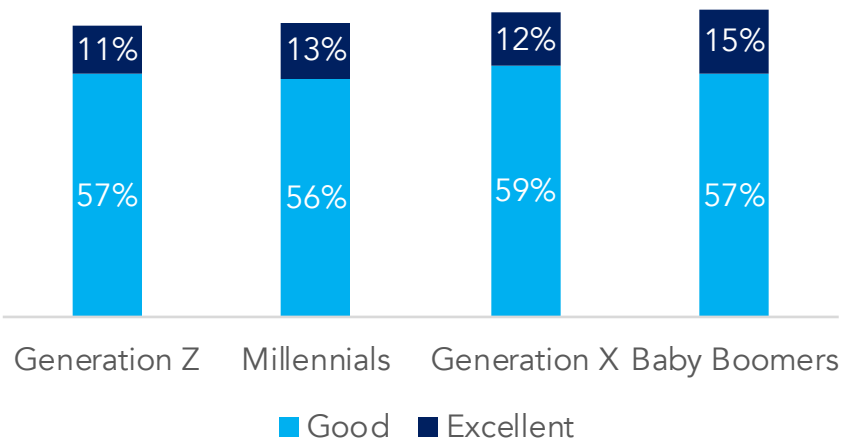
Approximately two thirds of women feel positive about their health and well-being

Women in the Millennial and Generation X generations feel slightly less satisfied than the younger and older demographics

How do you rate your health overall?

2024 (NS289)

Respondents that said "Good" or "Excellent"
Women



70% Total proportion of women that rate their health "good" or "excellent". 2024 (NS289)

Women continue to take a proactive approach to well-being, looking to improve their health even if they are not suffering from any symptoms that impact quality of life. This is why 70% of women say they are in good or excellent health.

In recent years, there has been less urgency around health optimization post-pandemic as women struggle with variety of challenges when it comes to maintaining well-being. Pressure to succeed personally and professionally, alongside global instability, reduced financial confidence, fragmented dietary habits and busy lives are key drivers behind women feeling tired, stressed and overwhelmed.

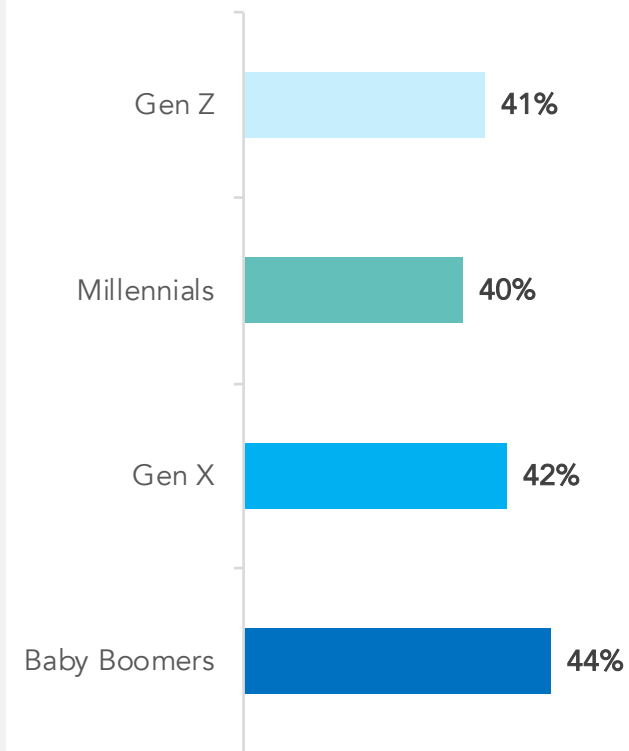
Differences between generations reflect different societal and personal expectations experienced during different life stages. Older women are adopting a "forever young" ethos, looking to stay fit until as late in life as possible and break stereotypes associated with ageing. Middle-aged women are at the crossroads between "young" and "old", having to make changes to plan for healthy ageing. Younger women are beginning to experience milestones, such as progressing professionally and becoming mothers, and may be struggling to find time for a healthy lifestyle. The youngest women surveyed often feel their busy lives are a barrier to living a healthy lifestyle.

As a result, women may be feeling less confident about their immediate well-being and may be worrying about the impact of their lifestyle on their long-term health.

The proportion of women who feel their health has improved over the last two years.

2024 (NS869)

Women





Women would like to improve their emotional wellness, including sleep health and stress levels

Emotional wellness is just as important as physical health to women



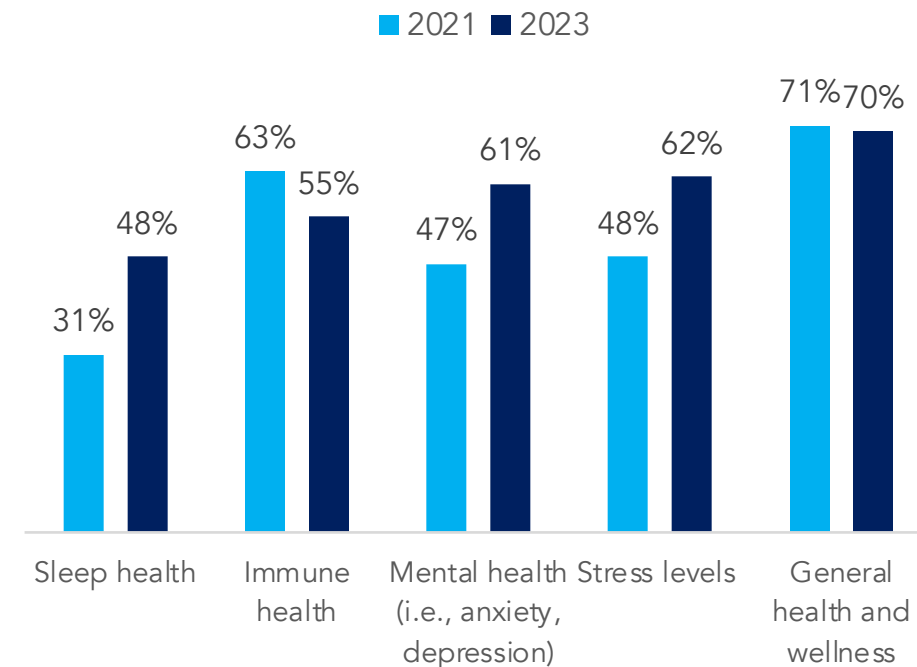
Overall, women are planning to improve their general health and wellness, highlighting how a prevention over cure approach means that women will look to make changes to their diets and lifestyles to pursue a healthier way of living.

Noticeably, there has been a significant increase in the proportion of women who are looking to address their stress levels and mental health between 2021 and 2023. Women recognize that emotional well-being is just as important as physical health when it comes to healthy ageing. They understand that low mood and energy levels not only impact day-to-day life but can increase vulnerability to disease and illness long-term because of the impact it has on immunity.



What areas of your health would you like to improve over the next twelve months? 2023 (WH119)

Women - Top five answers



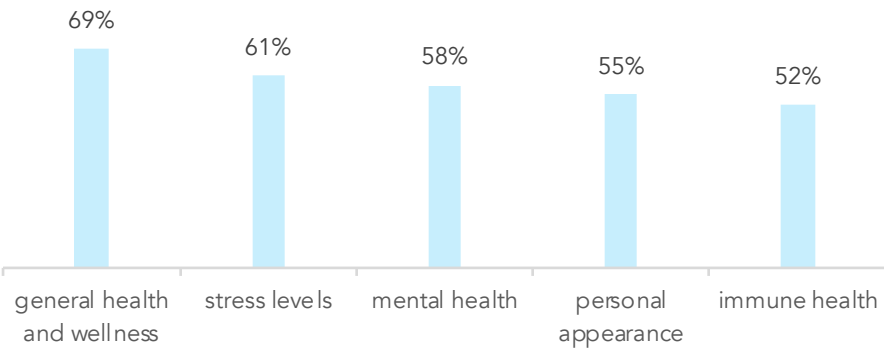


Improving mental health and stress levels is the priority for women

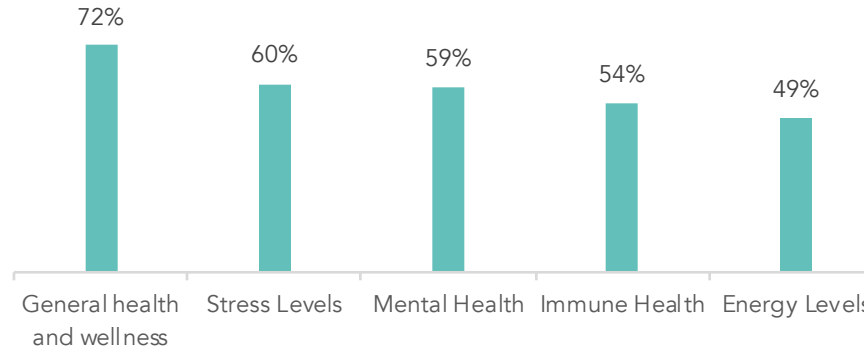
Immune health, energy levels and weight management are also important areas for improvement

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Women – Top five answers

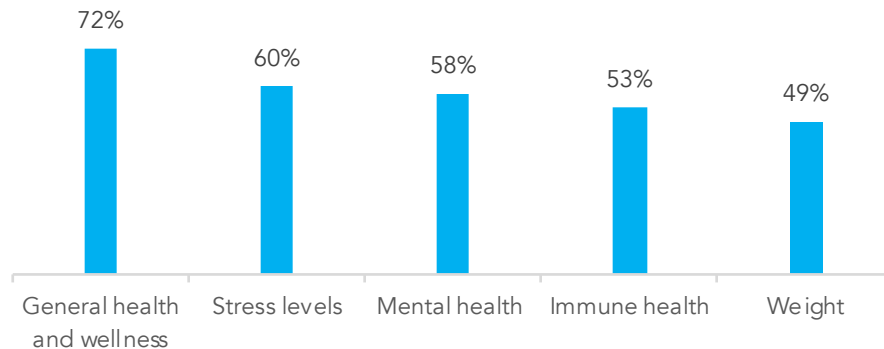
Generation Z



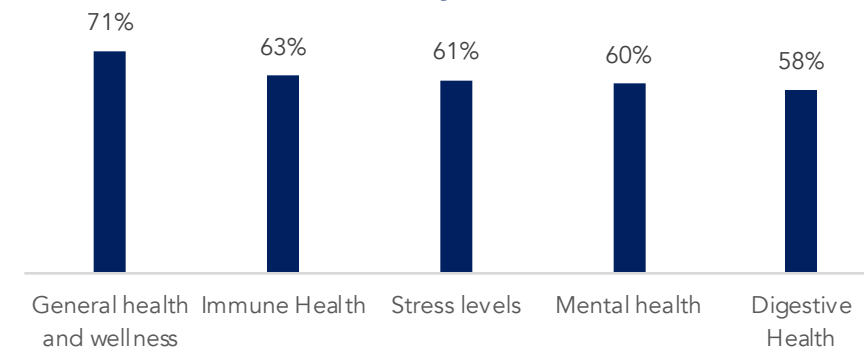
Millennials



Generation X



Baby Boomers



General health and wellness and stress levels are top two areas that women would like to improve, followed by mental health. Women are judging how healthy they are by how they feel in relation to mood and energy levels, reflecting on their day-to-day health and what this might indicate about health in the long-term.

Immune health features as a priority for all generations, suggesting that women are either planning for healthy ageing or, for older women, actively seeking to stay younger for longer by trying to prevent illness.

Weight management is a priority for Generation X, who may be feeling that they have put on unwanted weight as they have aged and their metabolisms have slowed. They may make the link between a healthy weight and long-term health, which is important for consumers looking to make plans for healthy ageing.



Busy lives means that stress and fatigue will be key issues that women want to address

Products that promote relaxation or offer a clean and sustained energy boost will be particularly appealing

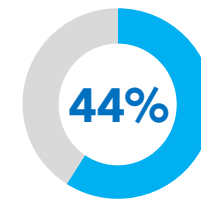
Over the last couple of years, women, who are already struggling with their own busy lifestyles and financial worries have had to survive in an era of uncertainty. They are navigating macro-economic and societal issues that they feel are out of their control, a situation that will continue over the next decade. Feelings of stress and anxiety can cause women to struggle with sleep and relaxation. Poor sleeping habits will lead to increased feelings of stress and anxiety as fatigue and low energy levels mean that women find day-to-day activities more difficult and will worry about whether these feelings are a sign of long-term health issues. The recognized importance of good emotional well-being, combined with low levels of satisfaction when it comes to energy levels, sleep health, and stress levels, means this will be a key area of well-being that women will look to address over the next couple of years.

The biggest barrier to a healthy lifestyle for women is the perception that healthy or better-for-you products are typically more expensive than less nutritious products. Brands need to raise awareness of attributes other than price, such as multiple health benefits, that add value to these products. Women also feel too busy to live healthily, suggesting that these consumers would be interested in products that fit within their existing lifestyle, without having to compromise or spend time searching for the right product for their needs.

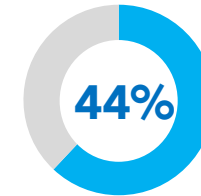


What challenges do you feel exist when it comes to leading a healthy lifestyle? 2023 (WH295)

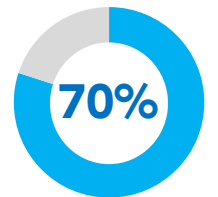
Top 3 answers – Women



I do not have time to lead a healthy diet



I do not have as much time as I would like to exercise



Healthy living is too expensive

44%

Proportion of women that say that feelings of worry and stress keep them awake when they are trying to sleep. 2024 (SSM628)



FMCG Gurus recommends the following for targeting women within the health and wellness market



Focus on emotional wellness

Mood enhancement will be a key driver of consumption habits over the next twelve months, driving demand for products that offer a clean energy boost, help improve sleep hygiene, and aid the ability to relax and unwind. Products that improve gut health will also be appealing due to the link between digestive health and emotional wellness.

Focus on value via quality and innovation

Natural, clean ingredients will appeal to women and multifunctional benefits related to more immediate benefits, such as increased energy levels and improved mood, are more likely to be deemed effective over long-term health products. Brands should provide information to validate efficacy, such as providing scientific evidence to support claims made.

Break age-related stereotypes

Older women are interested in functional products as they look to stay fit and active until late in life as possible, and adopt a forever young ethos, meaning that messaging and positioning targeting the senior market must be positive and avoid negative age-related stereotypes.



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