COLLAGE

Women's Wellness Playbook

Unlock Brand Relevance with Women Redefining Health, Wellness, and Beauty at Midlife

April 2025



The Big Picture

Women’s evolving midlife journey creates fresh opportunities for brand connection



Women are rewriting the midlife narrative.

Driven by *Self-Directed* values and a hunger for better health information, they are breaking taboos, asserting agency, and seeking tools that give them clarity and control in the face of medical gaps and outdated cultural narratives.

Brand opportunity extends far beyond the wellness aisle.

Women are making a broader lifestyle shift—reframing how they eat, exercise, practice self-care, and travel—to truly thrive in the midlife transition. Brands across categories must meet them with relevance, empathy, and honest representation.



1

From Dismissed to Determined

Women are driving a cultural reset around health and wellness in midlife

2

Brand Playbook

Brands in health, wellness, and beyond have a unique opportunity to engage women with clarity, credibility, and cultural relevance

1

From Dismissed to Determined

Women are driving a cultural reset around health and wellness in midlife



Health—both physical and mental—is the top priority for women



Women's priority

#1 is health

42%

of women say their top aspiration across different areas of life is to **improve or maintain their physical health**. [1]

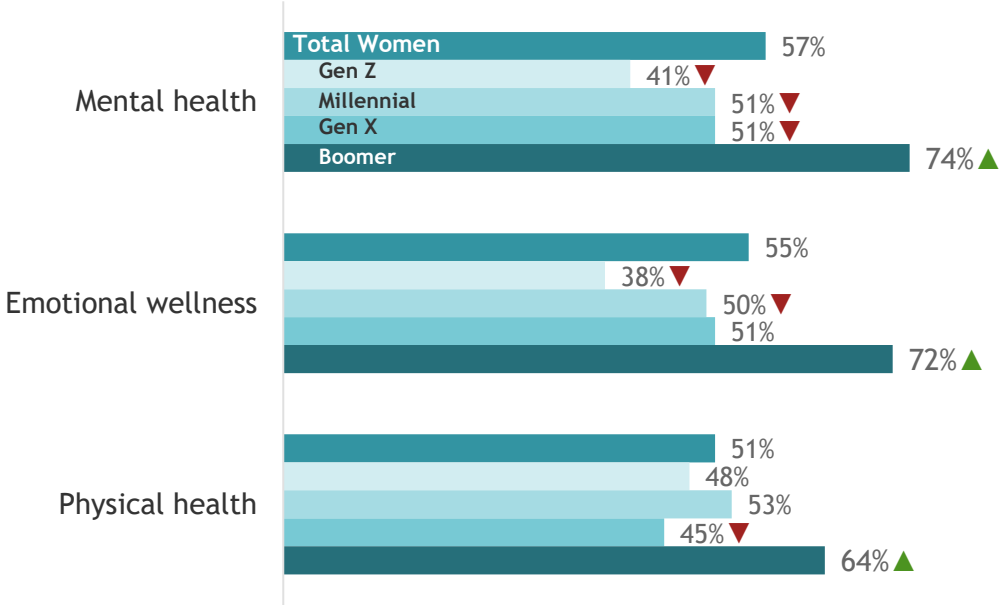
Which of the following areas of your health and wellness are you most focused on lately? [2]

		Women
1	Eating / drinking healthier	40%
2	Getting better sleep	38%
3	Managing my weight	34% ▲
4	Increasing my physical activity	31%
5	Improving my mental health	31% ▲

Sources: [1] Collage Cultural Traits, December 2024 (18-79), weighted data, Multiselect, max. 3
[2] Collage Health & Wellness, November 2024 (18-78), weighted data, Multiselect, max. 3
Significance test: Confidence level 95%. ▲▼ over/under Men (not shown)

While Boomer women are mostly content with their health and confident in the ability to manage it, their younger peers strive for more

*How **satisfied** are you with your current state of health and wellness?*
% satisfied, very satisfied [1]



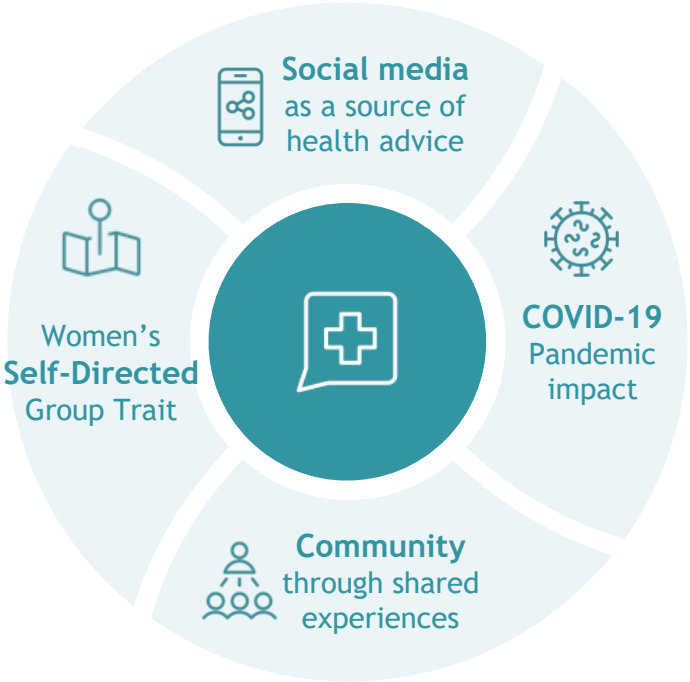
*I feel **confident** in managing my own health and wellness.* [2]
Women only

Gen Z	51%▼
Millennial	63%
Gen X	60%
Boomer	75%▲

Source: [1] Collage Health & Wellness, November 2024 (18-78), weighted data, % satisfied, very satisfied
[2] % agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total Women

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A mix of external and internal drivers is powering a shift: Women are confidently taking charge of their health journeys



- Women, especially Gen Z and Millennials, are open to health information disseminated on **social media**.
- **COVID-19 Pandemic** powered the initial rise of healthcare influencers [1] and boosted efforts to destigmatize mental health. [2]
- Shared life experiences create **community**, which is especially valued by women who often feel unheard or dismissed by their healthcare providers.
- Women's **Self-Directed Group Trait**[3] motivates them to put their own needs, including wellness, first.

Sources: Collage 2025
[1] COVID-19, Social Media, and the Role of the Public Physician, [2] World Health Organization
[3] For more on Women's Group Traits, see Collage Insights Hub

Women across life stages are using perimenopause—the transition into menopause—as a moment to assert greater control over their experience

Women's Self-Directed nature motivates them put their needs first



Oprah's March 2025 special, *"The Menopause Revolution,"* brought the life stage into the mainstream conversation with celebrity guests and doctors breaking stigma, explaining symptoms, and highlighting treatment options.

2025 WOMEN'S GROUP TRAITS



SELF-DIRECTED

	Women
SELF-CARING *"It's a priority for me to do things that make me feel better—physically, mentally, and emotionally healthier."*	78%
INSTINCTUAL *"I tend to 'follow my gut' and rely on my own instincts more than anything else."*	76%
HAPPINESS *"I care more about being happy than any external achievement or success."*	66%

Source: Collage Cultural Traits Survey, December 2024 (18-79 population), weighted data
% Top 2 box

Awareness of perimenopause is skyrocketing now

With greater awareness, more younger women are identifying their symptoms as perimenopause

"I didn't know that [my mother] had a multitude of symptoms in the lead-up to [menopause], and I didn't know that her symptoms went on for years and years… I certainly never thought that it was something I would have to worry about in my 30s."

—NAOMI WATTS
ACTRESS AND FOUNDER, STRIPES BEAUTY[1]



60% increase in Google searches for **"perimenopause"** between 2024 and 2025. [2]

55% of women **ages 30-35** report moderate to severe perimenopause symptoms. [3]

Sources: [1] Elle Canada, [2] Modern Retail, [3] npj Women's Health Journal

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Women have long pushed to break the silence around “taboos,” including issues associated with perimenopause and menopause

Gen X women have been paving the way for honest menopause conversations

% of respondents who wish taboo health topics were talked about more in our society

	Women
Mental health	46%▲
Sex/sexual health	33%
Aging	29%▲
Menopause	28%▲
Menstruation/periods	26%▲
Urinary incontinence	23%▲
Fertility/infertility	20%▲

Gen X Women **40%***



“The World’s Hottest Menopause Party,” March 2025 — Hosted by journalist Tamsen Fadal, the event featured a free livestream and on-demand recording designed to empower, educate and inspire women around the world who are navigating menopause.

Source: Collage Health and Wellness, October 2023 (18-77), weighted data
Multiselect answer options
Significance test: Confidence level 95%. ▲▼ over/under Men (not shown); * * over/under Total Women
Forbes

As Millennials age into perimenopause, their interest in online health content fuels a new wave of health influencers

48%▲

of Women get inspiration on new health and wellness practices from **social media**.

Among Women:

Gen Z	Millennial	Gen X	Boomer
56%*	61%*	46%	33%*



Sources: Collage Health & Wellness, November 2024 (18-78), weighted data
% agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Men (not shown); * * over/under Total Women
@menopausedoctor on TikTok

Online communities also offer validation for those who don't feel heard or supported by their healthcare providers



59% ▲

of Women have had a least one **negative experience** while receiving medical care.

Top reported negative experiences involved doctors or staff who:

- Rushed through visits
- Dismissed or minimized concerns
- Didn't explain things clearly
- Didn't listen
- Were rude, condescending, or judgmental

Source: Collage Health & Wellness Survey, October 2023 (18-77), weighted data
Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Men (not shown)
X, X

Brands see ample lucrative opportunities—both in and outside of the health and wellness space

Women may be skeptical of new products without sufficient research behind them

$27.6 Billion

projected value of the menopause market by **2033** (up from $17.7 billion in 2024)[1]



The surge of menopause- and perimenopause-focused brands and products can cause confusion, as many women struggle to identify which products actually work. With menopause still under-researched, the efficacy of many supplements and treatments marketed for menopause relief remains uncertain.

Sources: [1] Modern Retail

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Key Takeaways & Action Steps

KNOW THIS	DO THIS
Women are breaking the silence around menopause—but most brands still fall short of speaking to it with clarity and confidence.	• **Reframe the conversation**: Speak to menopause loudly, clearly, and proudly.
As the menopause market grows, so does consumer skepticism. Many women have encountered unregulated supplements, misleading claims, or influencer hype.	• **Establish credibility**: Lead with transparency, evidence, and trustworthy partnerships that earn Women's trust.
Women want clarity and control but are often navigating confusing, under-researched health challenges without adequate support.	• **Empower with education**: Help Women feel informed and in control with clear, respectful guidance.
Midlife health is deeply personal and often isolating. Women are seeking more than just content—they want true connection.	• **Foster belonging**: Build community and safe spaces—online and IRL—to offer validation, empathy, and support.
Women's desire to feel their best extends to every part of daily life, across life stages and product categories.	• **Expand the opportunity**: Infuse wellness at all ages into everyday routines that extend beyond "traditional" health and wellness.

Source: Collage 2025

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2

Brand Playbook

Brands have a unique opportunity to engage women with clarity, credibility, and cultural relevance



BRAND PLAY #1: REFRAME THE CONVERSATION

Speak to menopause loudly, clearly, and proudly

WHAT to do

- ❑ Commit to consistent, ongoing representation beyond seasonal campaigns.
- ❑ Say "perimenopause" and "menopause" clearly, avoiding euphemisms.
- ❑ Use bold and witty creative to shift the narrative from “endings” to “new beginnings.”
- ❑ Represent a wide range of menopause journeys, including early onset and surgical menopause. Showcase dynamic and diverse women in transition.
- ❑ Review packaging and product copy to ensure stigma-free language.

WHY it matters

Women want open conversations about menopause.

Brands that name and normalize it will build trust and relevance.

WHO’s doing it right

astellas

- ✓ Explicitly discusses menopause and associated symptoms including hot flashes—featured in two consecutive Super Bowl ad campaigns.
- ✓ Shows diverse, vibrant women enjoying life activities like time with loved ones, attending sports games, and work.

KEY data point

40%▲ of Gen X Women say they wish menopause was talked about more openly in society.

Sources: Collage Health and Wellness, October 2023 (18-77), weighted data; Multiselect answer options
Significance test: Confidence level 95%. ▲▼ over/under Total Women
AdAge

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BRAND PLAY #2: ESTABLISH CREDIBILITY

Earn trust through transparency and evidence

WHAT to do

- ❑ Share clinical data, third-party validation, or proven outcomes. Avoid exaggerated claims, fearmongering, and generic wellness language.
- ❑ Communicate that no single solution fits all—reflect the wide range of symptoms and support needs across cultures and life stages.
- ❑ Vet influencer and expert partners for credibility and integrity.
- ❑ Involve women in midlife directly in testing, storytelling, and innovation to ensure your offerings reflect lived experience.

WHY it matters

Women are sifting through tons of health information online.

Brands that prove efficacy and speak plainly will stand out in a noisy market.

WHO's doing it right

balance

- ✓ First menopause-centered app certified by the Organization for the Review of Care and Health Apps (ORCHA).
- ✓ Offers doctor-written articles and live Q&A sessions with experts.
- ✓ Empowers women with video examples of doctors' appointments.

KEY data point

61%▲ of Millennial Women get new health and wellness info from social media.

Sources: Collage Health & Wellness, November 2024 (18-78), weighted data, % agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total Women
Balance App

BRAND PLAY #3: EMPOWER WITH EDUCATION

Guide the journey with clarity and confidence

WHAT to do

- ❑ Create digestible educational content on symptoms, life-stage transitions, and wellness.
- ❑ Co-create content with health professionals to build authority.
- ❑ Feature real midlife stories to normalize diverse journeys.
- ❑ Provide self-guided tools like quizzes, trackers, or digital programs while keeping in mind the sensitivity of personal data and privacy concerns.

WHY it matters

Confidence in managing their own health is lower among younger Women than others.

Brands offering knowledge and autonomy drive long-term loyalty.

WHO's doing it right

Stripes BEAUTY

- ✓ Offers expert-created content like "DocTalk" and "MenoGuides."
- ✓ Gives voice to real-life experiences of diverse women on its branded social media channels.
- ✓ Uses a quiz to curate care routines based on individual symptoms.

KEY data point

75%▲ of Boomer Women feel confident managing their health.

vs. 51%▼ of Gen Z, 63% of Millennials, and 60% of Gen X

Sources: Collage Health & Wellness, November 2024 (18-78), weighted data, % agree, strongly agree
Significance test: Confidence level 95%. ▲▼ over/under Total Women
Naomi Watts' Stripes leads the way in ending the stigma around menopause, AdAge

BRAND PLAY #4: FOSTER BELONGING

Build community and safe spaces for connection and support

WHAT to do

- ❑ Develop platforms that combine content, community, and clinical expertise (e.g., forums, live Q&As, webinars).
- ❑ Co-create safe, authentic spaces to share experiences, elevate community voices, and partner with trusted influencers, coaches, and clinicians.
- ❑ Advocate for menopause-inclusive workplace policies and create tools that help employers support midlife women on the job.

WHY it matters

Many women feel dismissed in clinical settings.

Brands that provide safe space for connection become trusted allies.

WHO's doing it right

CVS Health

- ✓ Sponsors menopause peer support groups and forums for employees.
- ✓ Partners with the Menopause Society to provide training for clinicians and improve outcomes for midlife patients.
- ✓ Earned Menopause Friendly Accreditation from MiDOViA.

KEY data point

59%▲ of Women report at least one negative personal experience in medical care—often due to being dismissed.

Sources: Collage Health & Wellness Survey, October 2023 (18-77), weighted data. Multiselect
Significance test: Confidence level 95%. ▲▼ over/under Men (not shown)
CVS Health

BRAND PLAY #5: EXPAND THE OPPORTUNITY

Infuse wellness into every day—at every age

WHAT to do

- ❑ Frame health as a daily mindset, not a niche category.
- ❑ Normalize wellness choices that support hormone health, rest, and mood as part of daily routines for women of all ages.
- ❑ Highlight wellness-supporting products and experiences—including food, apparel, home products, or travel—to support rest, mood, and comfort.

WHY it matters

Health is women's top life priority.

Brands across categories can win by integrating wellness into everyday moments.

WHO's doing it right

knix

- ✓ Positions itself as a brand to grow with in every phase of life.
- ✓ Takes a holistic view of health in perimenopause to include mental, physical, and sexual health.
- ✓ Emphasizes comfort and self-care over concern for others' opinions.

KEY data point

42% of Women say improving physical health is their top life goal—more than finances, confidence, or ambition.

Sources: Collage Cultural Traits, December 2024 (18-79), weighted data, Multiselect, max. 3
Knix, People

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