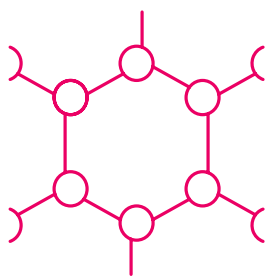




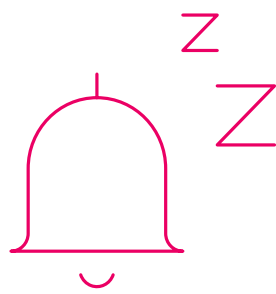
Redefining the menopause

There's no 'one' menopause



6

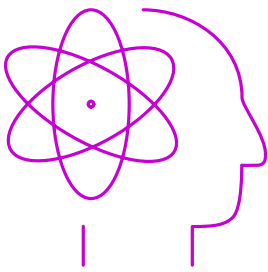
the average number of symptoms experienced by an individual during menopause is **6** increasing to **9.5** for those with more severe symptoms



50%

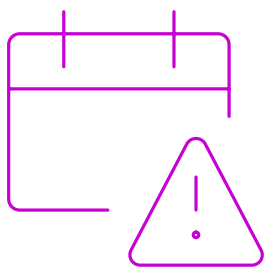
of women experience menopause have difficulty sleeping beating hot flushes to number 1 spot for most impactful symptom

The impact



their feelings, their mood, their sense of self confidence

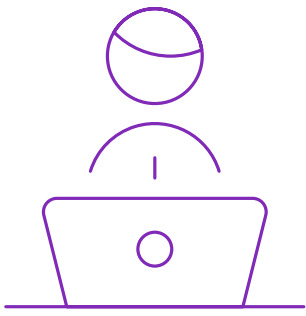
the emotional impact is the most negative effect of menopause mainly their feelings, mood and sense of self confidence



76%

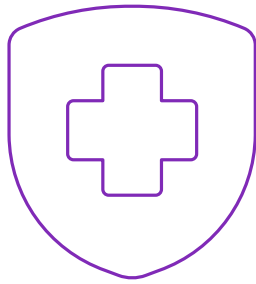
of women have made changes to their life as a result of menopause, with another **67%** seeing menopause as a new chapter in their life

The opportunity to represent



65%

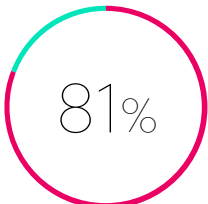
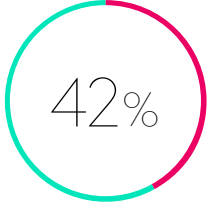
don't feel supported at all by their workplace when it comes to menopause with **52%** wanting a menopause policy in the workplace



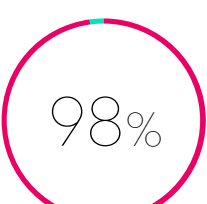
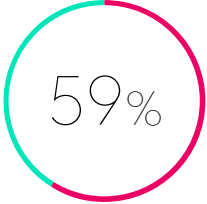
76%

of women experiencing menopause don't feel they are represented by brands at all

Support, where and how



Help from HRT



Who we spoke to

- 1000 peri/menopausal women
- In the UK
- Aged 30-65
- Online survey
- Fieldwork conducted: 2nd – 7th March 2022

Age:	
30-39	14%
40-44	15%
45-54	37%
55-65	35%

“The most comprehensive study into menopause in the market to date”

CLIENT VERBATIM RESPONSE

For more information on any of the findings within this report please get in touch with tom.lees@kantat.com

