









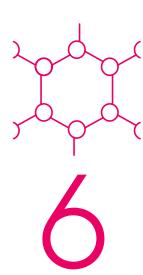






# Redefining the menopause

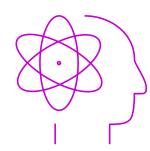
### There's no 'one' menopause



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

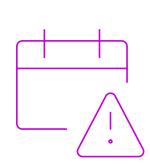
of women experience menopause have difficulty sleeping beating hot flushes to number 1 spot for most impactful symptom

#### The impact



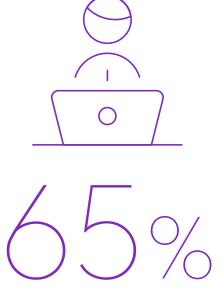
their feelings, their mood, their sense of self confidence

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



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



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



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

#### Support, where and how



of women experiencing menopause want GPs to have specific training with **37%** wanting access to doctors or menopause specialists



of women experiencing menopause looked for information themselves before consulting an expert

#### Help from HRT



of women experiencing menopause feel HRT is a great option to help with menopause



of HRT users want changes to medication support with 51% wanting quick and easy access to HRT and specific training for GPs

#### 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%** 

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@kantar.com





