



Breaking the Silence: Perimenopause Revealed

**A Sneak Peek at the Insights from Brightfield Group's
Perimenopause Module from the Q3 2025 Wellness CPG
Gen Pop Study + Social Listening Tracker**



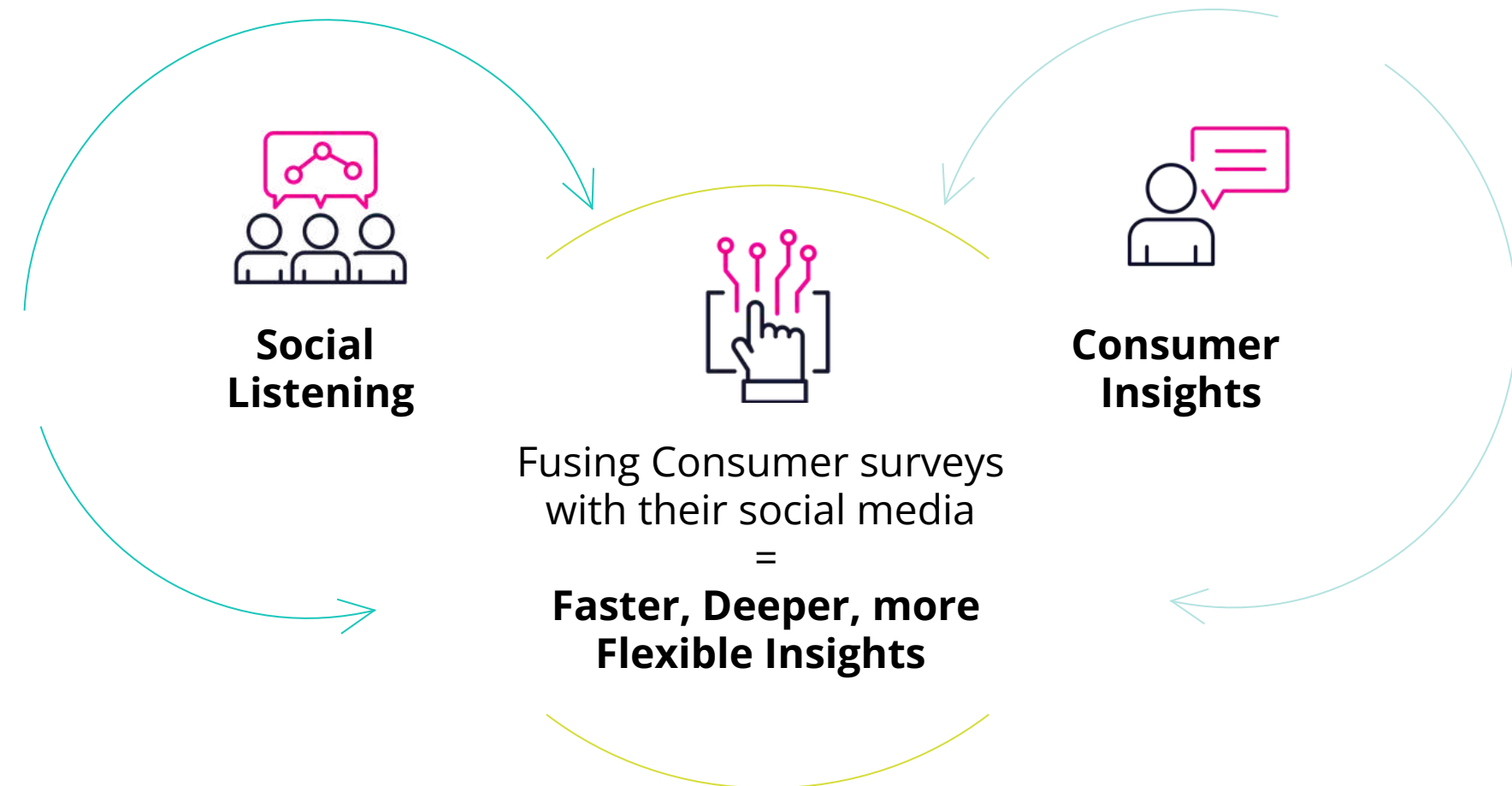
Q3 2025

WELLNESS CPG STUDY

Surveys + Social: The Brightfield Difference

Brightfield Group's AI-Driven consumer insights empowers marketers and product developers to innovate & brand with confidence.

Ignite Your Innovation Journey with AI-Driven Consumer Insights



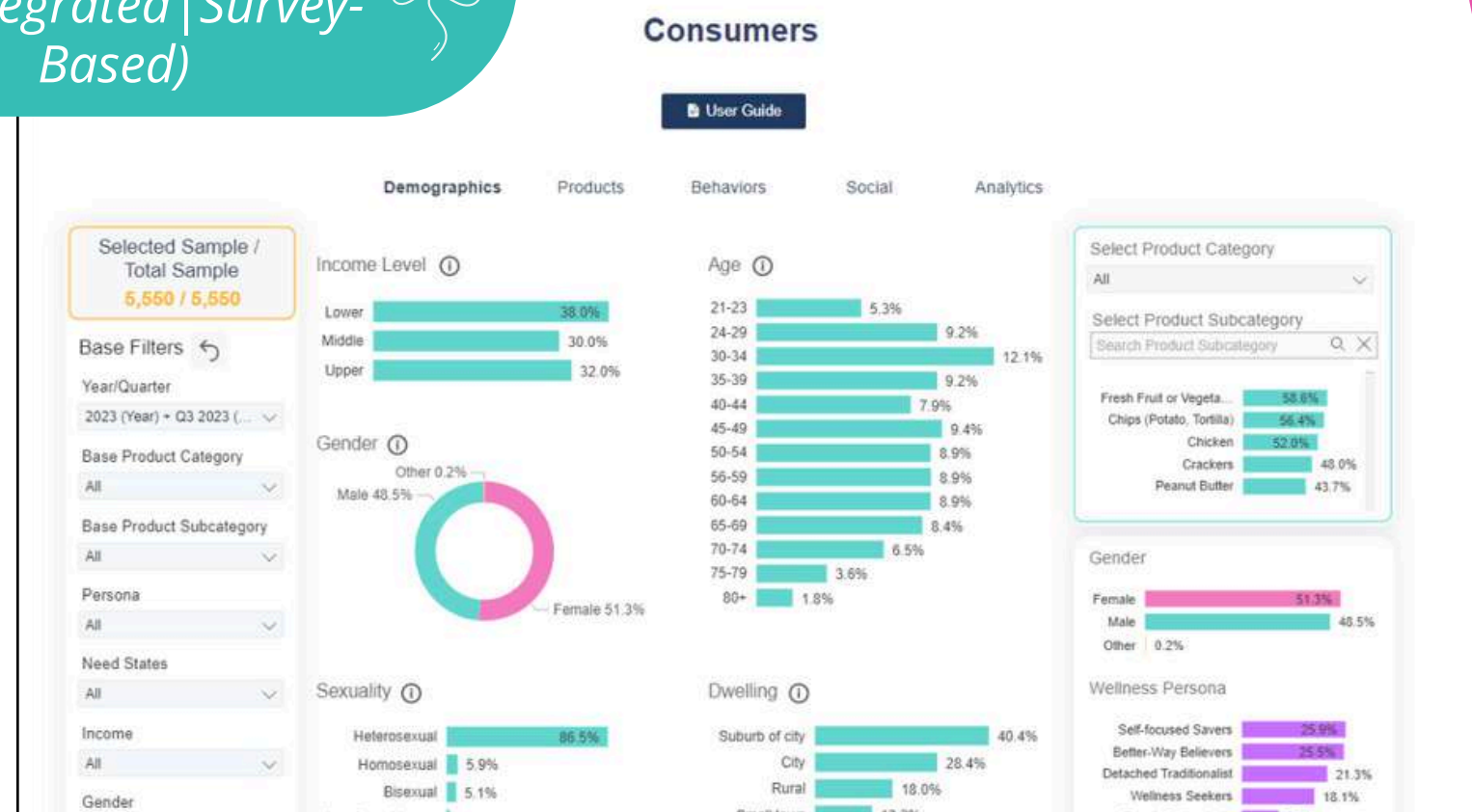
Wellness CPG Study

AI-Powered Consumer & Social Listening Dashboards

Launched 2020 | Continuously Evolving



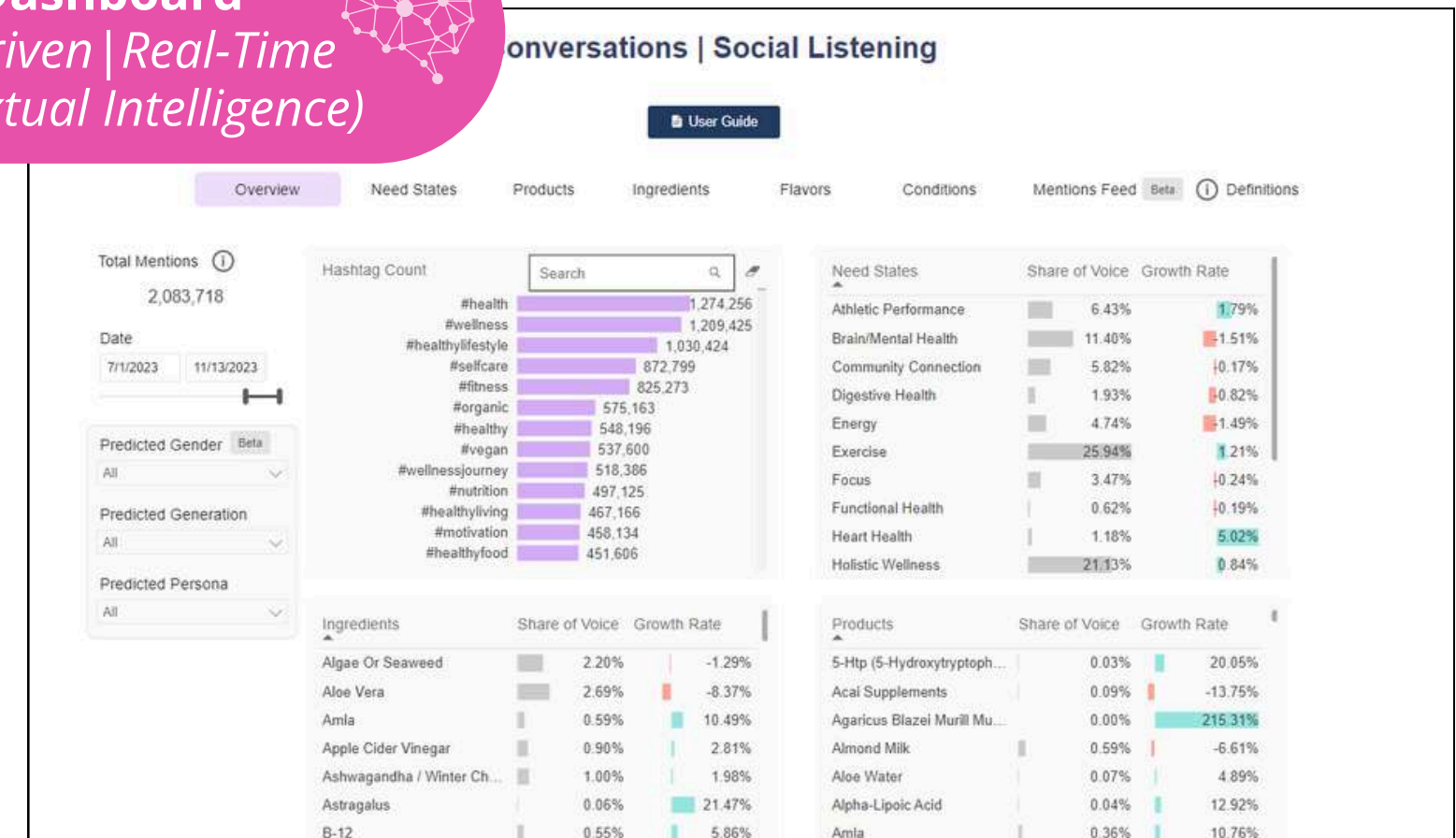
Consumer Insights Dashboard (AI-Integrated | Survey-Based)



Comprehensive Consumer Insights

- 80,000+ U.S. Adults surveyed since (5,000+ quarterly)
- Census-balanced and unique respondents each wave
- Rich attitudinal, behavioral & usage insights across 150+ categories
- Robust segmentation by wellness priorities, need states, and product drivers

Social Listening Dashboard (AI-Driven | Real-Time Contextual Intelligence)



Forward-Looking Social Listening

- 100M+ conversations across Twitter(X), Instagram, TikTok
- AI automates data capture, tagging, and real-time insight generation
- Covers: Conditions, Products, Ingredients, Claims, Need States, & Flavors
- Filter by predicted gender, age, and persona using trained AI models
- Clickable verbatims unlock full post context and sentiment nuance

Women's Wellness Module

Fielded June & September 2025 (Deep Dive Expansion)

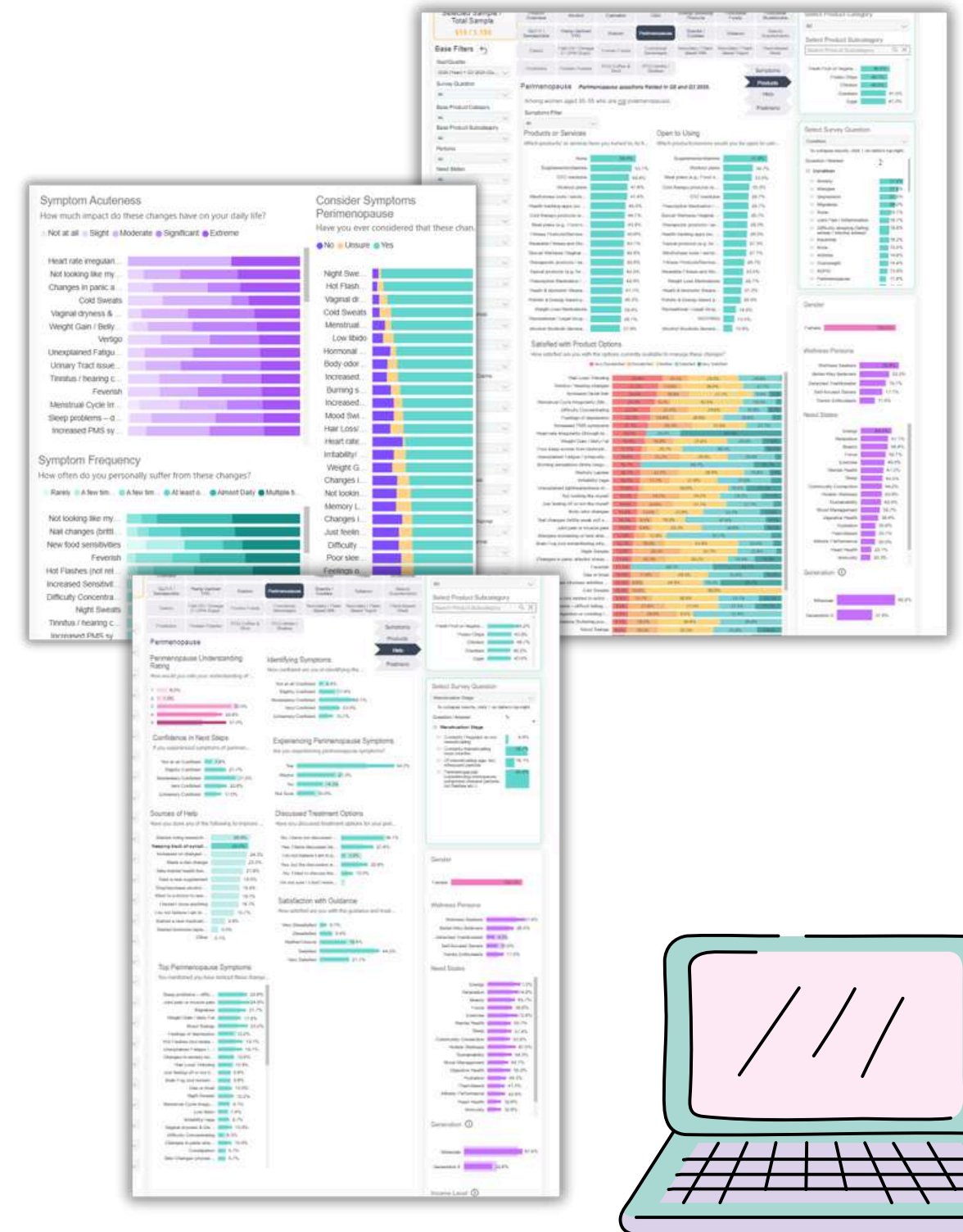
Perimenopause Expansion Module

Deep dive questions on perimenopause amongst 35-55 year-old women

Sept 2025 Perimenopause Module Expansion

Includes 4x the survey items as June 2025 Fielding

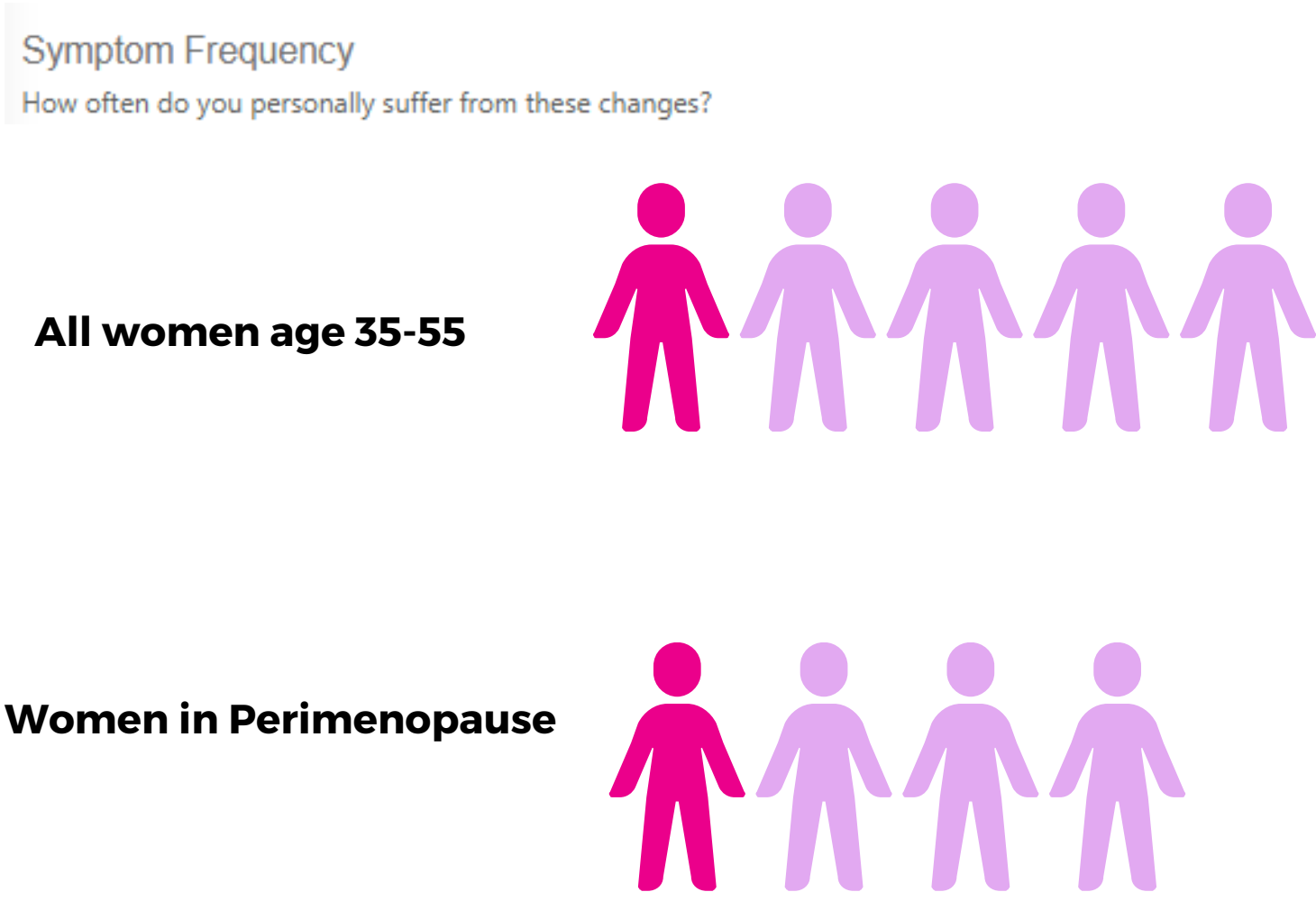
- **Symptom Detail:** Symptom Acuteness, Frequency and Identification
- **Product to Symptom Mapping:** Learn which **Products** women are turning to for specific symptoms
- **Perimenopause Understanding:** Confidence in **Products** & Healthcare support, Sources of Help
- **Perimenopause Understanding (Gen Pop)** - how men, younger audiences rate their understandings of perimenopause
- **Postmenopause module:** asking postmenopausal women what they wish they had access to
- **Expanded Social Keywords:** 20+ keywords added related to Women's Wellness e.g. Hormonal Health, Reproductive Health, Pelvic Pain, etc.



“Not looking like myself.”



That’s how **1 in 5** women ages 35–55 describe their experience. For women in perimenopause, it rises to **1 in 4**. And among those who feel this way, two-thirds say it has a significant or extreme impact on their daily lives. Women are telling us what they’re feeling. It’s a mirror disconnect — a daily reminder that identity and appearance don't align. Are we listening?



HOW DOES THIS IMPACT YOUR DAILY LIFE?
And among those who feel like they are “not looking like myself”...

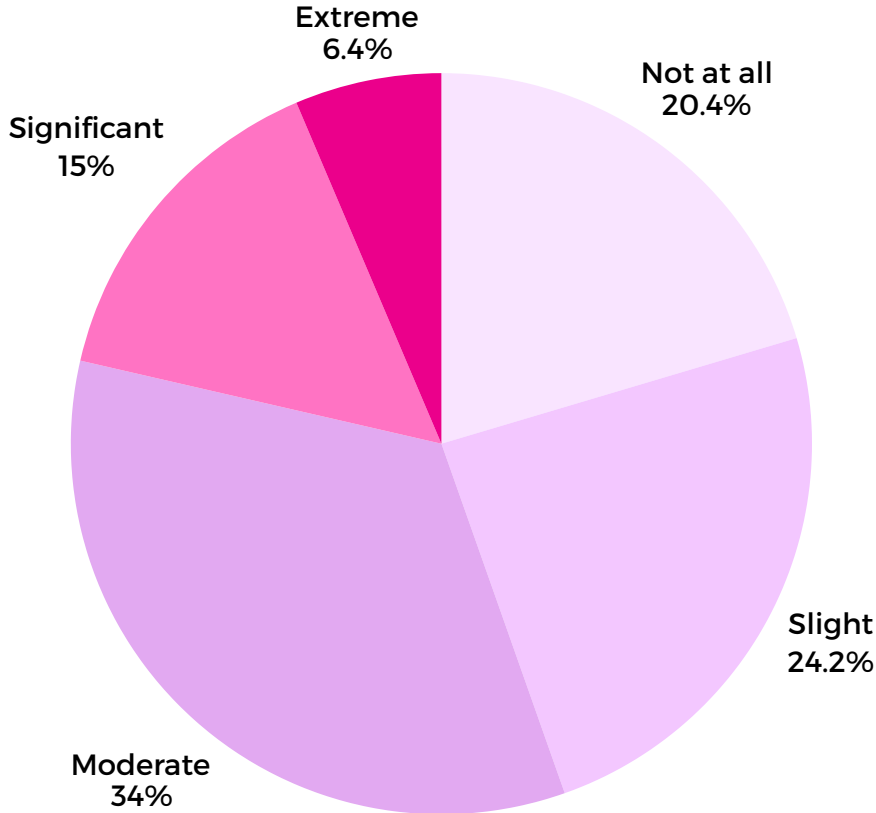
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two-thirds say it has a **significant or extreme impact** on their daily lives. Women are telling us what they’re feeling. It’s a mirror disconnect — a daily reminder that identity and appearance don't align. Are we listening?

Perimenopause Impacts Every Day Life



Women experiencing Perimenopause symptoms who say Perimenopause has a Significant Impact on their Daily Lives

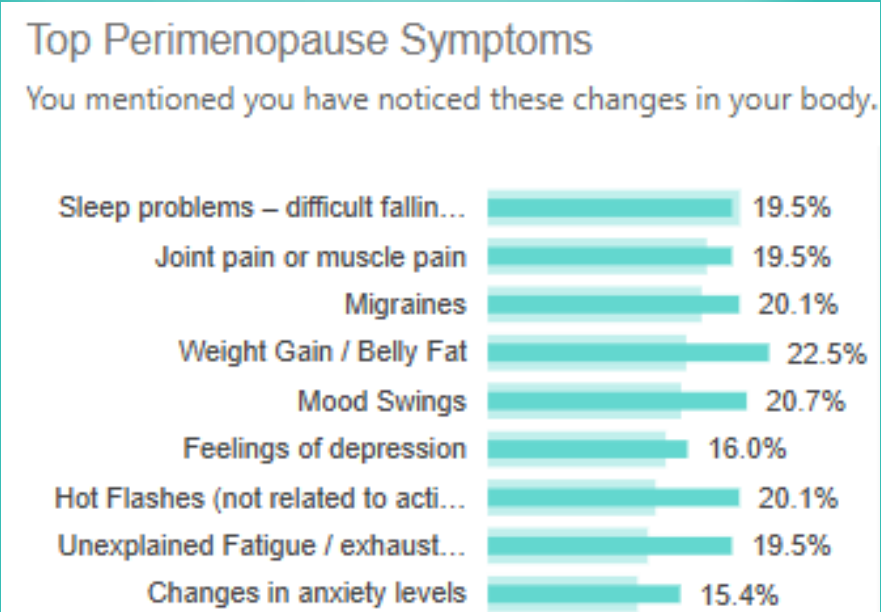


1 in 4 women experiencing perimenopause symptoms say it has a “significant impact on their daily lives.”

Nearly 2 in 3 say the impact is moderate or significant.

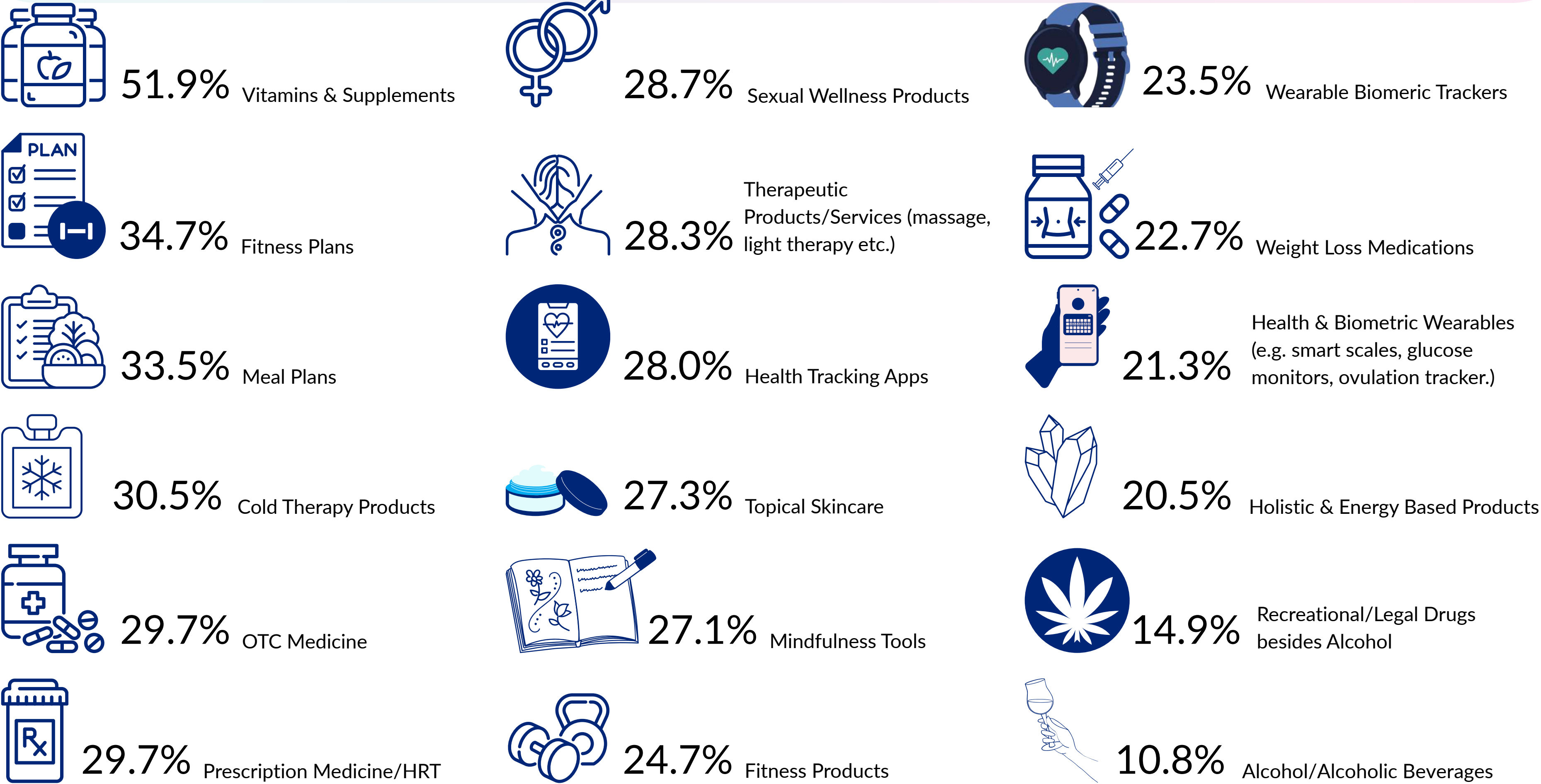
Spotlight on Millennials

Millennials who identify as being in Perimenopause over-index across nearly every symptom when asked which symptoms they are experiencing. Perhaps due to increased awareness, or, severity?



As more millennials age into Perimenopause, it will be important to address the variety of needs they exhibit.

Which Products/Services would you be open to using in the future if it said it could help manage changes during Perimenopause/Menopause?



Perimenopause Is the New Front Line of Women's Health

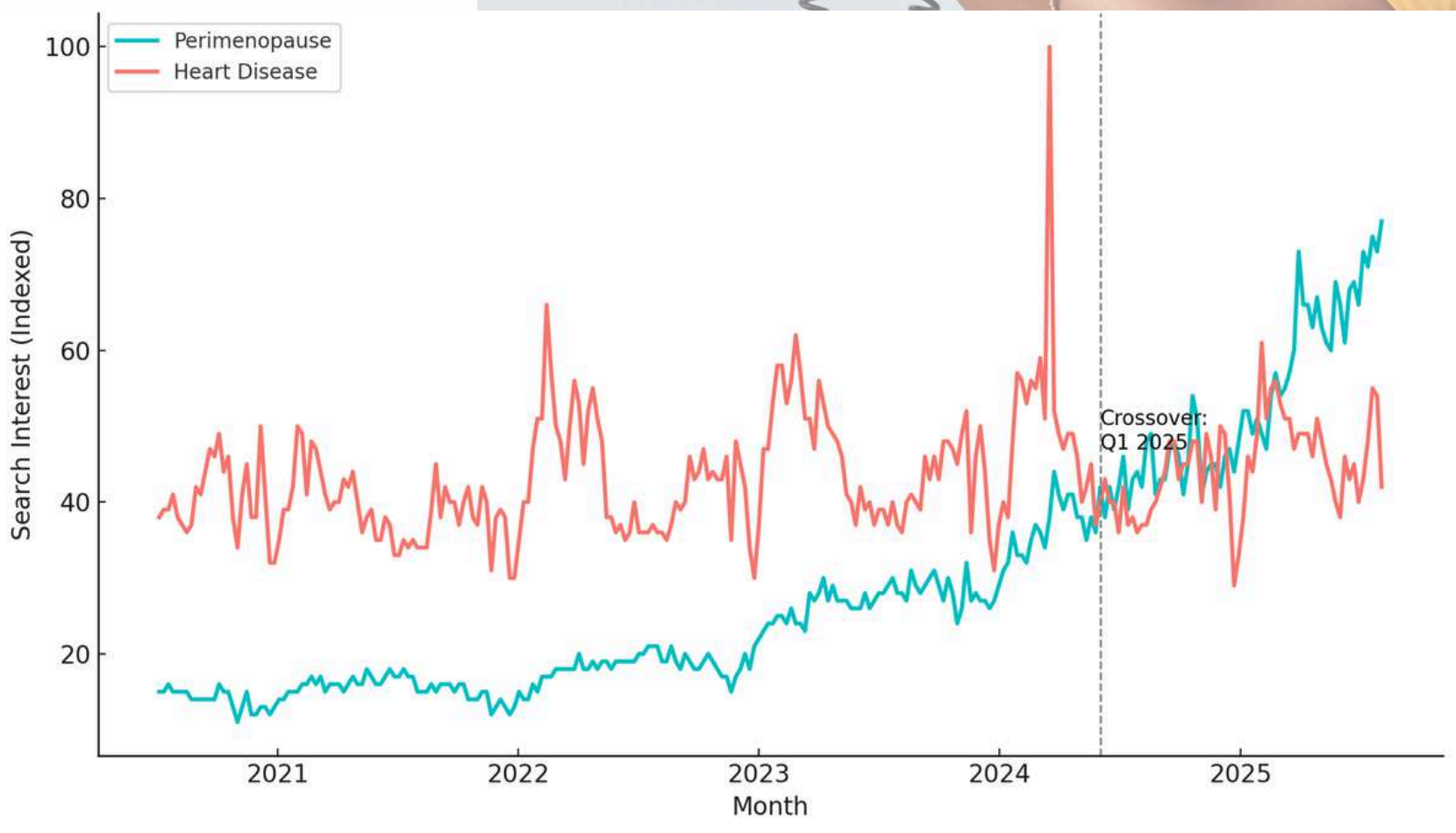
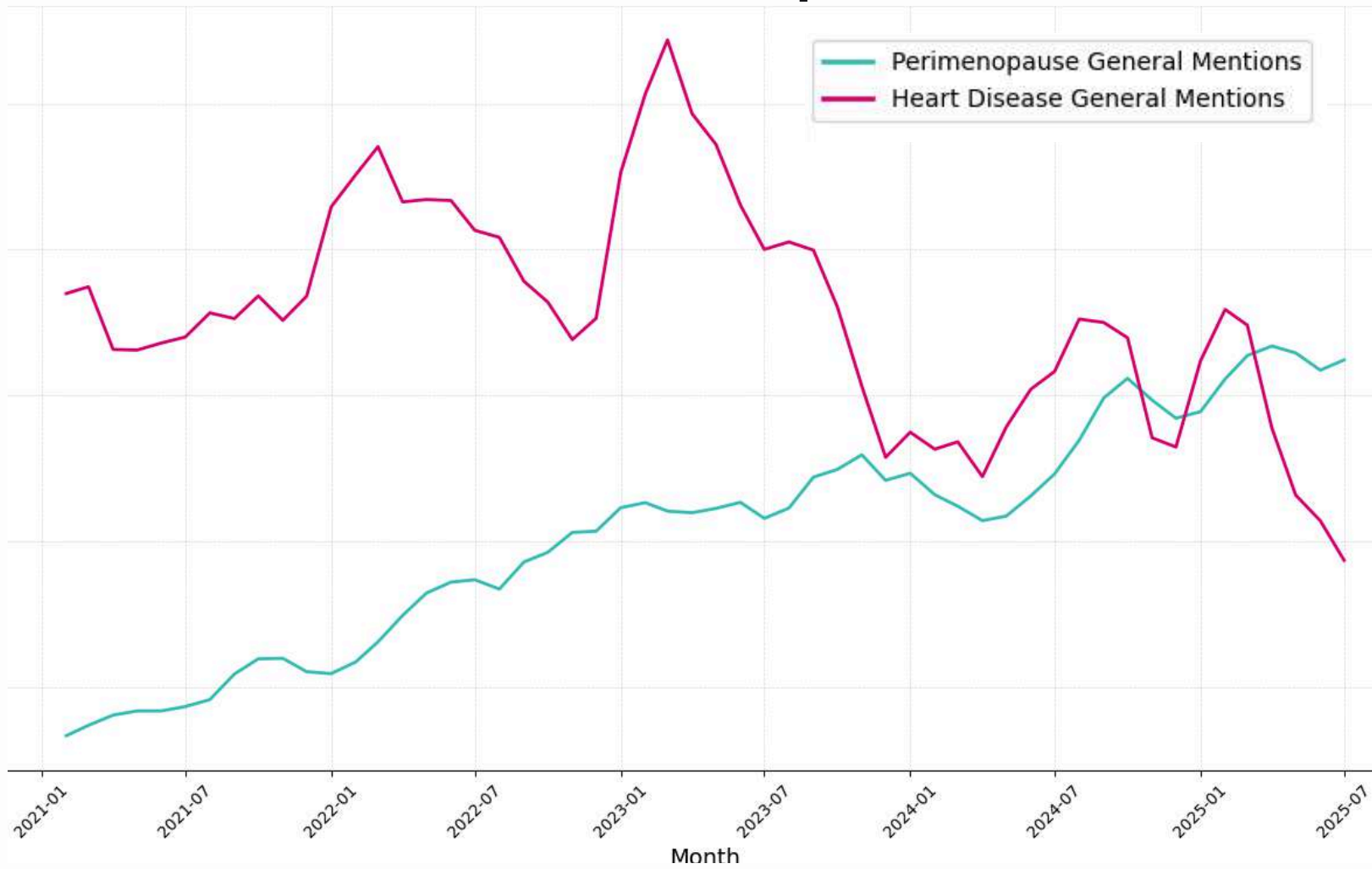
Perimenopause Surpasses Heart Disease in Cultural Relevance

Search interest in **perimenopause** has now surpassed **heart disease**, marking a cultural shift toward recognizing this long-overlooked life stage. This crossover appeared in late 2024 and early 2025 in both Google Trends and Brightfield's social listening across TikTok, Instagram, and Twitter.

Women are increasingly seeking answers online instead of from doctors. As searches and social conversations rise, a **\$10B opportunity** is emerging for wellness brands ready to meet this growing demand.



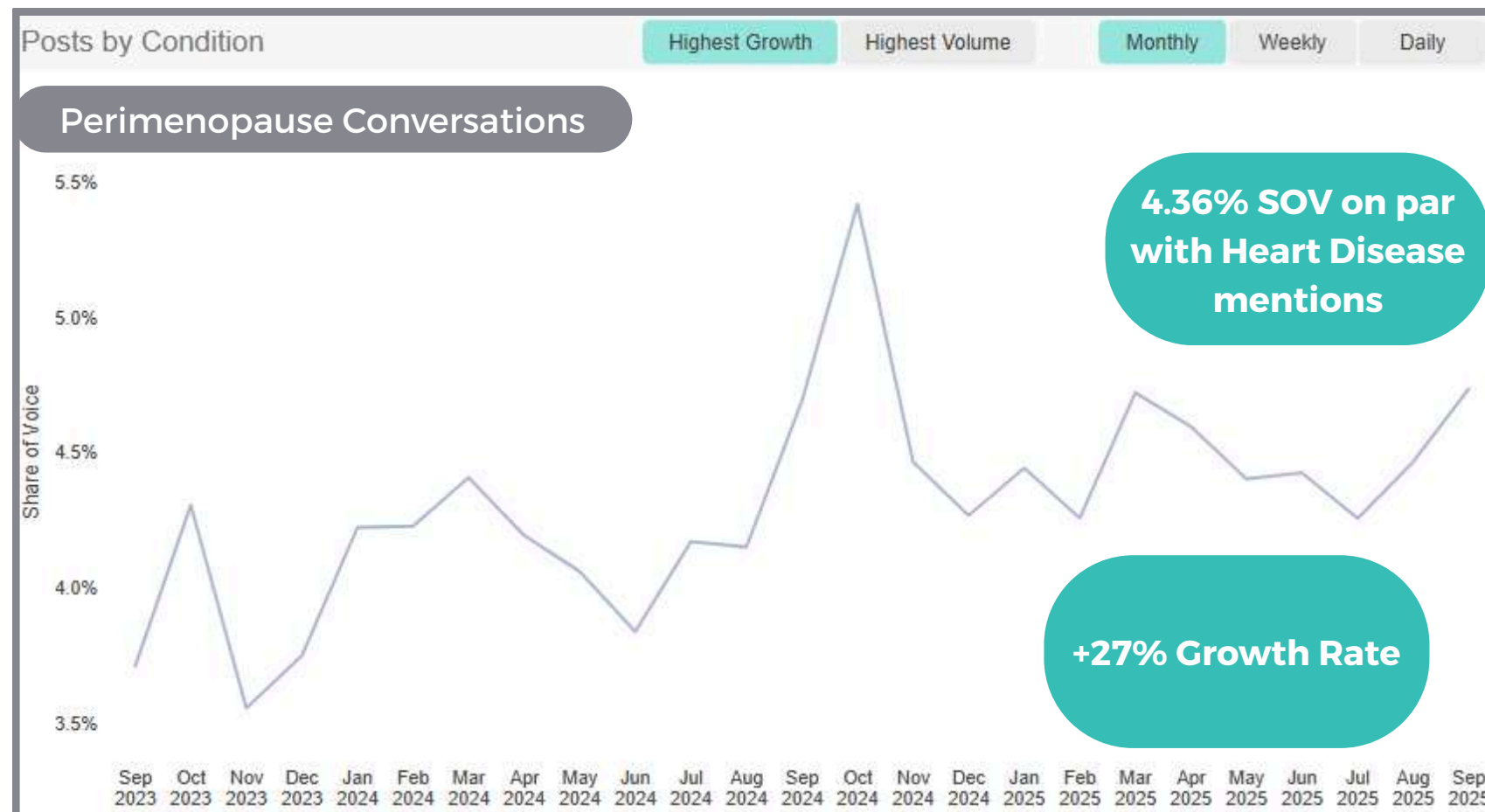
Social Media Mentions - Perimenopause vs. Heart Disease



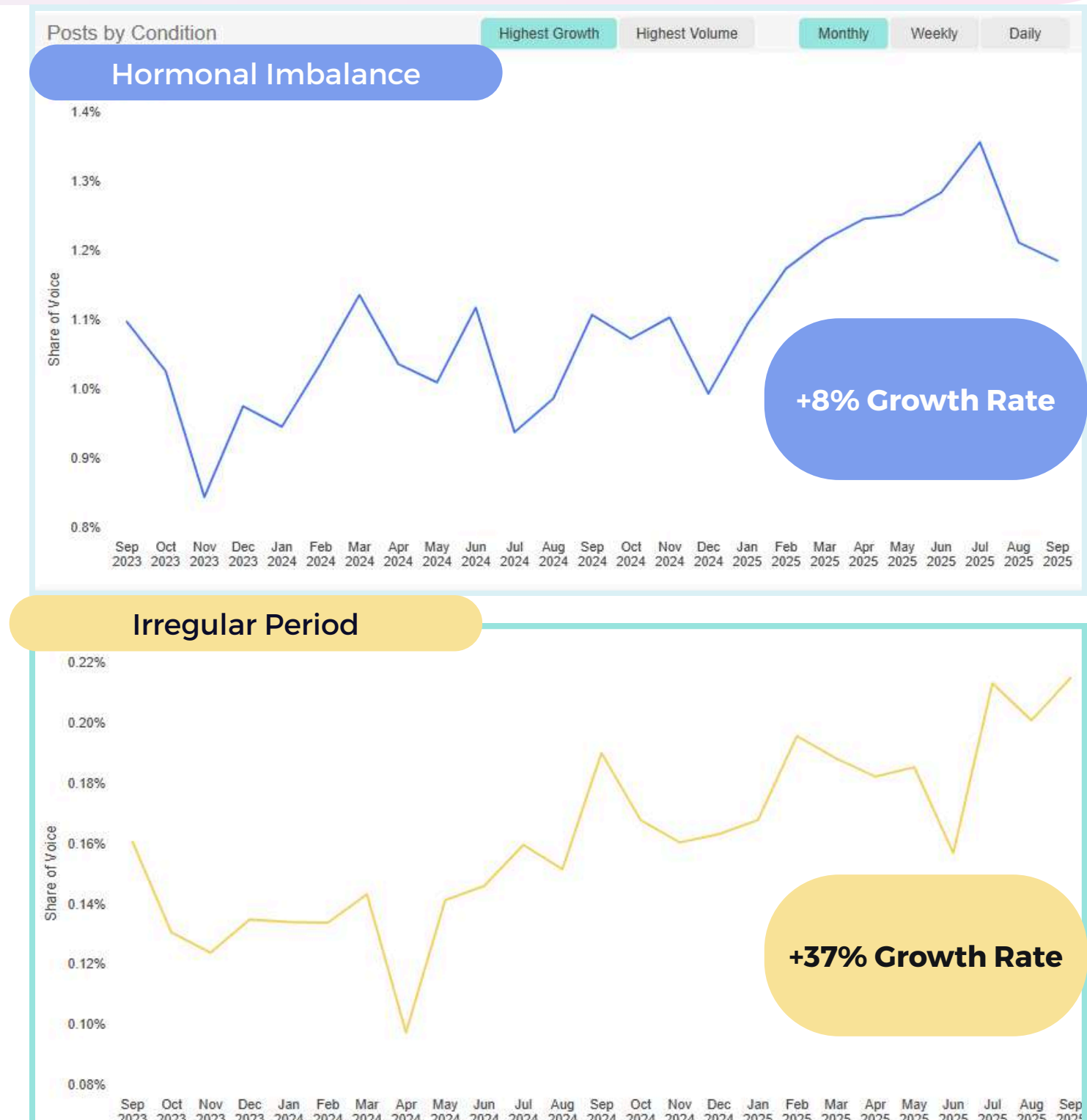
Google Trends - Perimenopause vs. Heart Disease

Source: Brightfield Group; U.S. Wellness Social Listening; July 2025

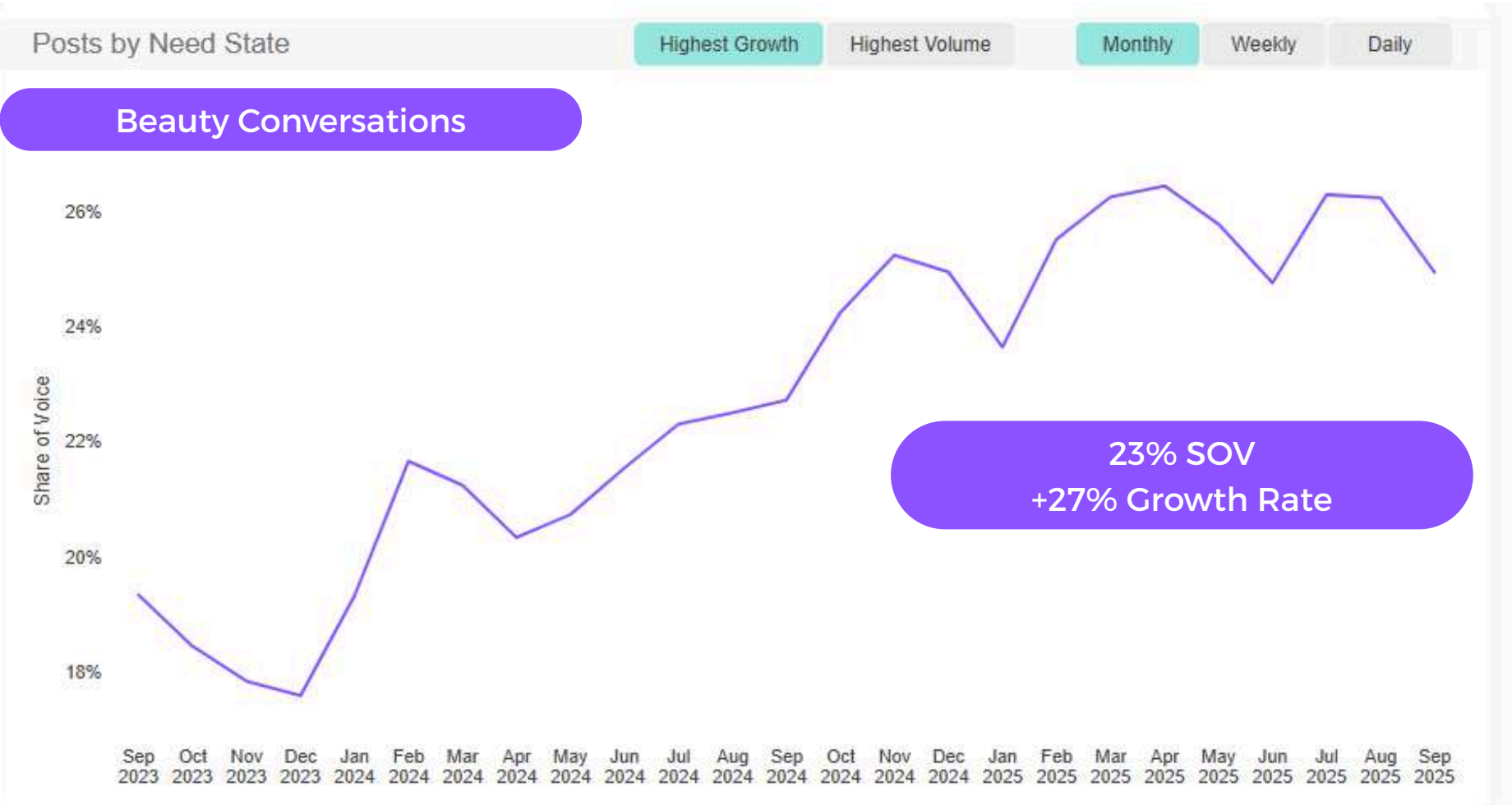
Perimenopause conversations continue to evolve in social media, bringing with it more conversations about hormonal balance, and other women's wellness topics.



Beyond Hot Flashes: As Perimenopause establishes itself in the social conversation, we see tangential conditions like Irregular Periods, and Hormonal Balance also gaining traction. The conversation is evolving as content about Perimenopause becomes more nuanced, and expansive.



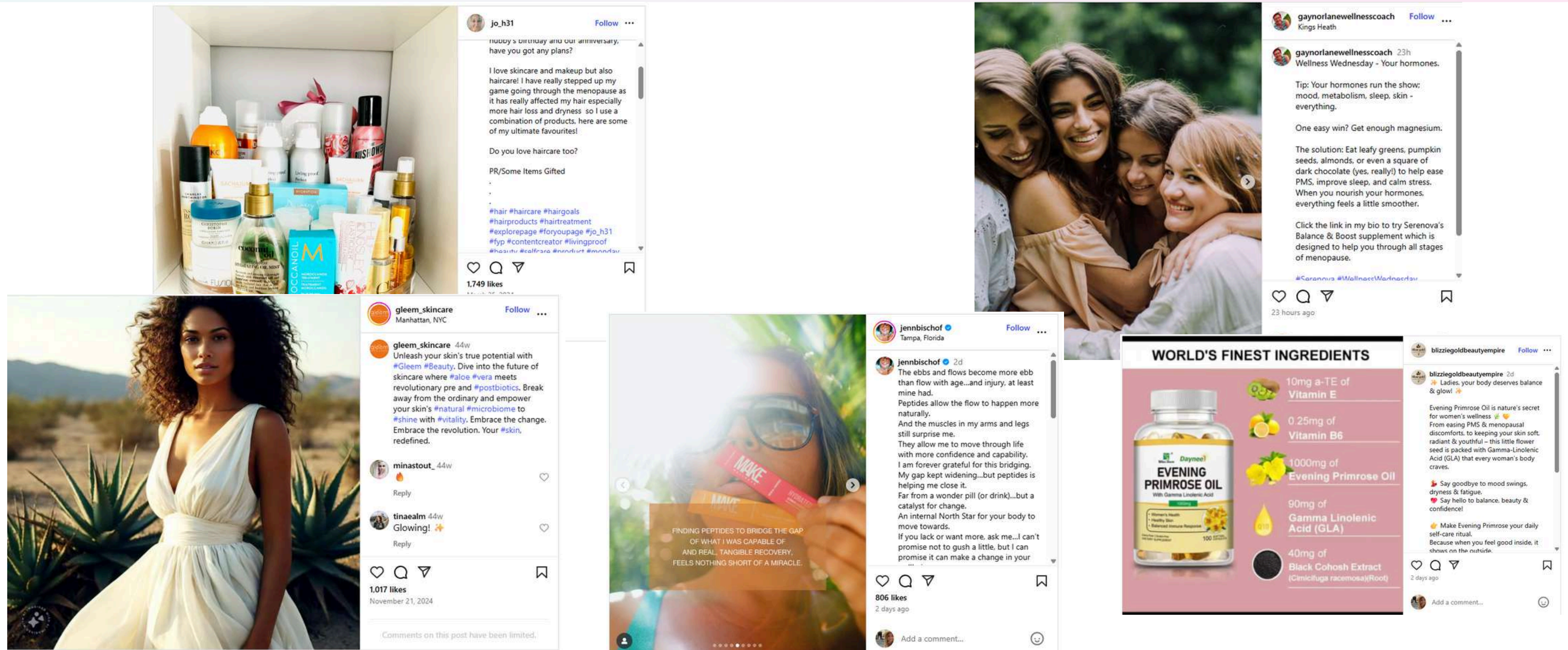
Beauty + Perimenopause Conversations reveal how women talk about their changing appearance during this stage, seeking solutions that are holistic, from within, and safe.



Beauty Conversations + Conditions:
Beauty conversations increasingly include mentions related to women’s menstruation phases and cycles. When crossing “beauty” mentions alongside “Conditions”, in addition to mentions of perimenopause, growth in mentions of PMS, PCOS, Hormonal Imbalance indicate that women are looking for solutions that acknowledge how cycles can impact how they look and feel.

Condition	Share of Voice	Actual Growth	Growth Rate
Hormonal Imbalance	0.83%	0.24%	36.95%
Perimenopause / Menopause	3.97%	0.98%	28.22%
PCOS	1.36%	0.44%	27.39%
PMS	2.31%	0.33%	13.87%

Social Snapshot: Women are talking more about how Hormones impact everything from how they feel to how they look. In these conversations, women share recommendations from products to holistic remedies and lifestyle changes.



Perimenopause + Ingredients: Conversations Snapshot

Brands can uncover opportunities for innovation within conversations about Perimenopause and Ingredients. Understanding how consumers are talking about these ingredients helps brands uncover where they can position their products more effectively to capture more share, or, keep pace with this evolving landscape of choices.

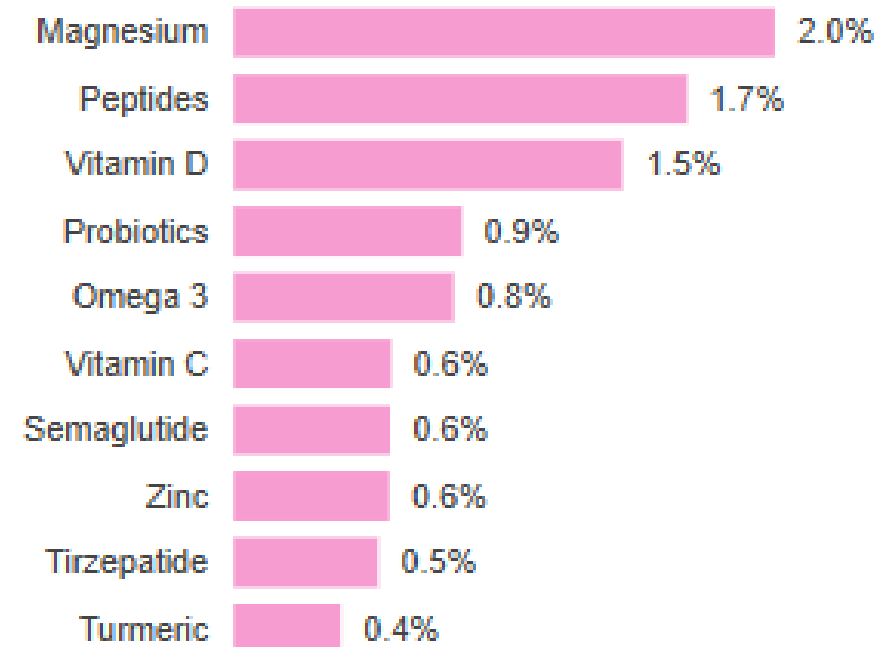
Established in the Perimenopause Conversation

Ingredients ⓘ

Most Popular

Top Indices

Top Trending



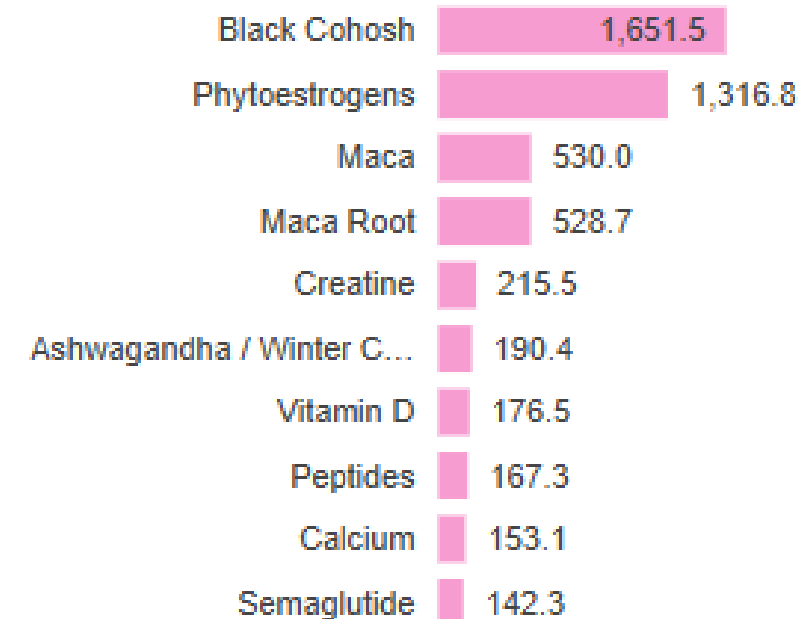
Unique to the Perimenopause Conversations

Ingredients ⓘ

Most Popular

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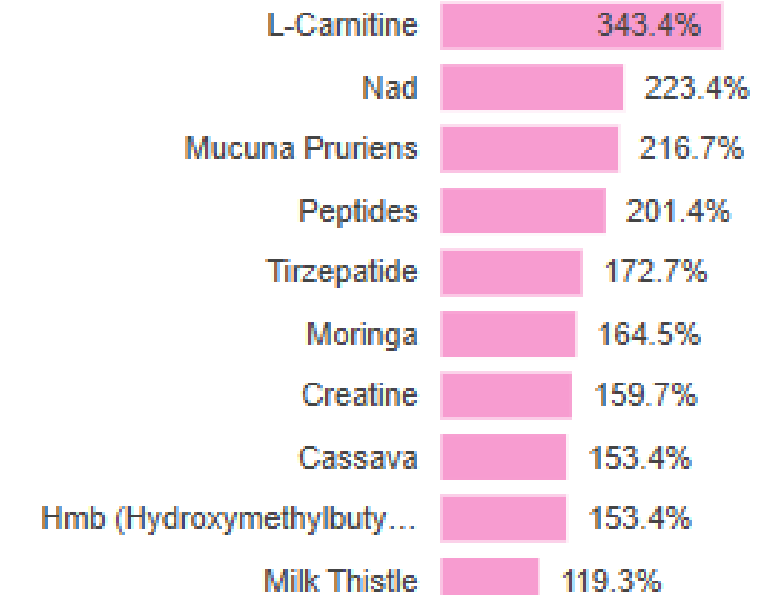
Entering the Perimenopause Conversations

Ingredients ⓘ

Most Popular

Top Indices

Top Trending



How to Activate the Insights:

Strike Now: These ingredients have the **highest Share of Voice** amongst Perimenopause conversations.

- If you already provide products with these ingredients, make sure you are marketing toward the Perimenopause segment to gain share.

Win the Segment: These ingredients are **unique to the conversation** about perimenopause.

- Lean into Perimenopause Positioning
- Add these ingredients to your portfolio if the perimenopause segment is a large part of your consumer base

Stay Ahead of the Curve: These ingredients are **entering the conversation** about perimenopause.

- Consider for Innovation and new product development
- Continue validating by:
 - Analyzing the volatility of these conversations (is it a flash in the pan?)
 - Checking the incidence of use through the Brightfield consumer survey



Stay ahead of all the wellness trends!

The data is yours to explore with Brightfield Consumer Insights & Social Listening

[Get in Touch!](#)

