

Perimenopause Deep Dive: Hair Loss/Thinning

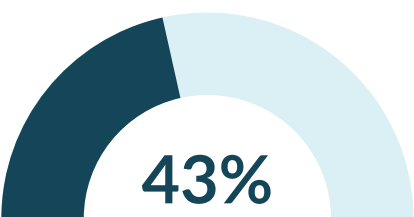
WELLNESS TRENDS

How women experiencing Perimenopause are facing issues with hair & nail health

Investigating the Intersection of Women’s Health and Hair Loss/Thinning

1 in 5 women ages 35–55 say they no longer “look like themselves,” reflecting visible changes in appearance that often accompany perimenopause, involving hair and nail health.

Conversations about Women’s Health and hair loss/thinning or nail changes have steadily risen over the last 2 years. Discussions increasingly focus on chemical causes as well as functional, nutrition-fueled solutions - from supplements to hormonal balance strategies - aimed at addressing the root causes of these visible changes.



43% of women with hair loss symptoms as a result of perimenopause are dissatisfied with the available products.

Of Women ages 35-55:

32% have noticed Hair Loss/Thinning

17% have noticed increased Facial Hair

16% have noticed Nail Changes in the past year.

Hair Loss: Symptom of Perimenopause + Other Women’s Health Issues

Of those women between the ages of 35-55 who say they have experienced hair loss/thinning over the past year, about 46% of them say they are experiencing perimenopause. 43% of those women who experience hair loss with perimenopause are extremely dissatisfied/dissatisfied with the available products.

Notably, 46% of the women aged 35-55 experiencing hair loss say “maybe” or “not sure” about being in perimenopause, and 8.2% say they are not in perimenopause. Women who are unsure/not in perimenopause but still experiencing hair issues are also a potential audience for hair health products.

Conversations: Uptick in Hair Thinning & Nails Convo

- These topics are also trending on social. Mentions of
- Thinning Hair + 98% over past 2 years
 - Brittle Nails +238% over past 2 years

And women’s health topics undercut many of these conversations with mentions of Perimenopause, Hormonal Imbalance, PCOS amongst the issues women say are impacting their hair/nail health.



Ingredient	Search an ingredient	
Ingredient	Share of Voice	Growth Rate
Biotin	17.49%	457.19%
Peptides	6.23%	321.77%
Iron	29.35%	136.95%
Caffeine	3.72%	134.21%
Selenium	4.72%	94.50%
Zinc	19.30%	91.70%
Amla	1.11%	74.80%
Ashwagandha / Winter Cherry	2.91%	59.67%
Iodine	4.12%	59.67%

Conversations: Trending Ingredients for Hair Thinning + Women’s Heath

Vitamins and Supplements dominate these conversations - many with a mixture of key ingredients to promote hair health and balance hormones. Top growing ingredients include Biotin, Peptides, & Iron. Many discussions also highlight Hormonal Replacement Therapy and the role that testosterone, progesterone, and estrogen play in hair health.

Brands like Nutrafol, Glowwa and Viviscal stood out as making the connections between internal health & nutrition and external results.

Conversations: Linking Hair Loss to Endocrine Disruptors & Microplastics

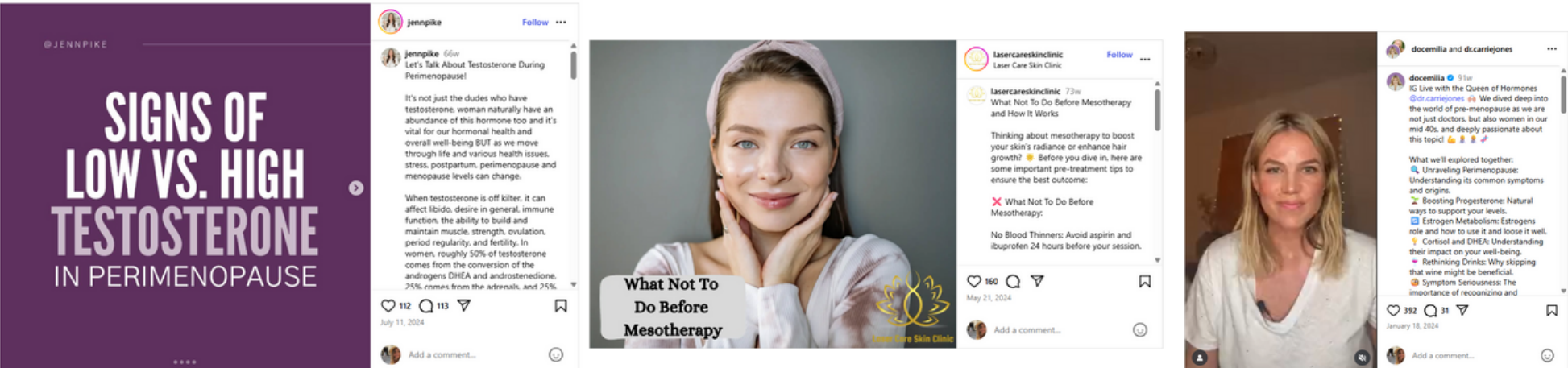
As hair and nail health concerns grow—especially around perimenopause—consumers are becoming more aware of ingredients that may disrupt hormonal balance. Microplastics, parabens, phthalates, synthetic fragrances, and PFAS (“forever chemicals”) are increasingly linked to endocrine disruption and reproductive effects. Conversations around hair loss now highlight **Microplastics (+681%)**, **Hormone Free (+293%)**, and **Endocrine Disruptors (+62%)**.

Even nail “photoinitiators” like TPO raise concern, underscoring the demand for cleaner, hormone-safe formulations. By leveraging data on endocrine disruption, brands can lead a “**hormone-smart beauty**” movement—building trust through transparency and innovation.

Conversations: Brands Leading the Convo



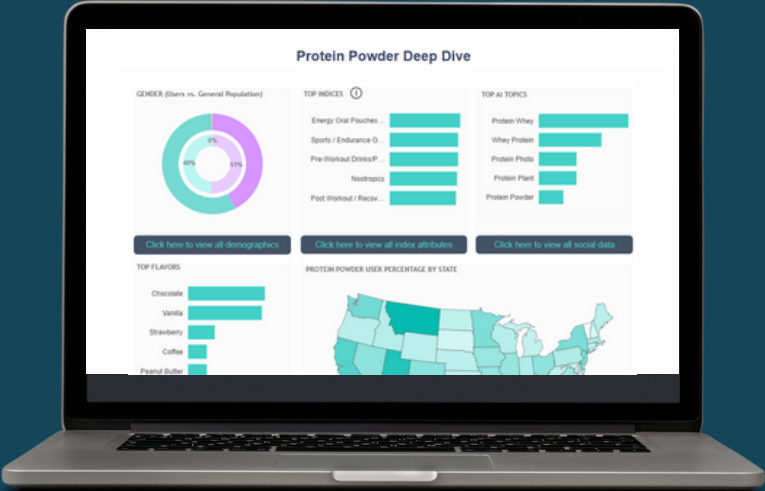
Conversations: Dig into Actual Posts & Influencers with Brightfield’s Social Listening Tracker



Brightfield Group’s AI-driven consumer insights and social listening help marketing and innovation teams see the person behind the trend.

Informed by predictive AI integrated with survey and social media data, Brightfield Group data has the answers innovators need to make brand and product decisions that grows their business.

It’s a level of depth you can’t find anywhere else.



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