

WOMEN'S HEALTH: PERIMENOPAUSE TAKES THE LEAD

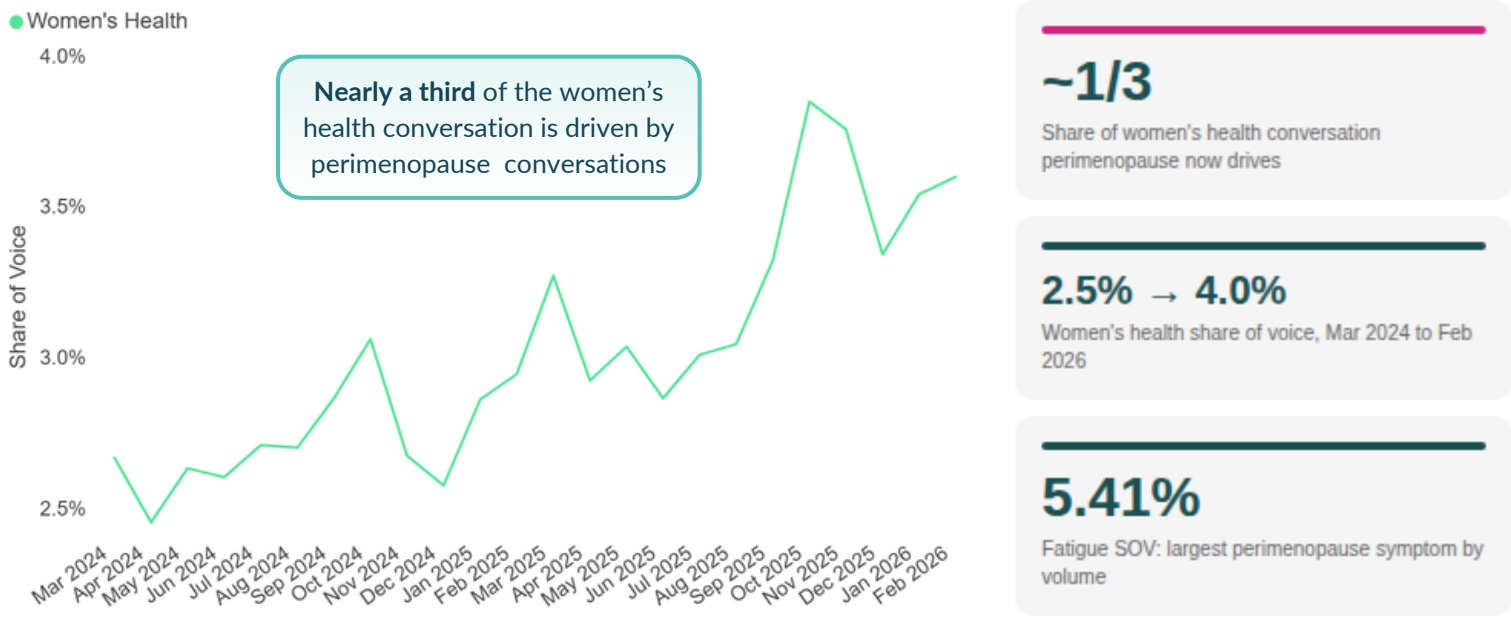
How a once-taboo topic became the dominant driver of women's health conversation. What the symptom data signals for brands.

Sources of Data: Wellness CPG Platform: Brightfield Group combines Consumer Surveys and Social Listening to reveal emerging trends and why they resonate. **Consumer Survey:** Quarterly General Population survey of 5k consumers/wave (100k+ total sample). **Social Listening:** Analyzes 100 million+ conversations across X, Instagram, Tiktok, Reddit.

WHO'S DRIVING THE CONVERSATION

Nearly a third of all women's health talk is now perimenopause

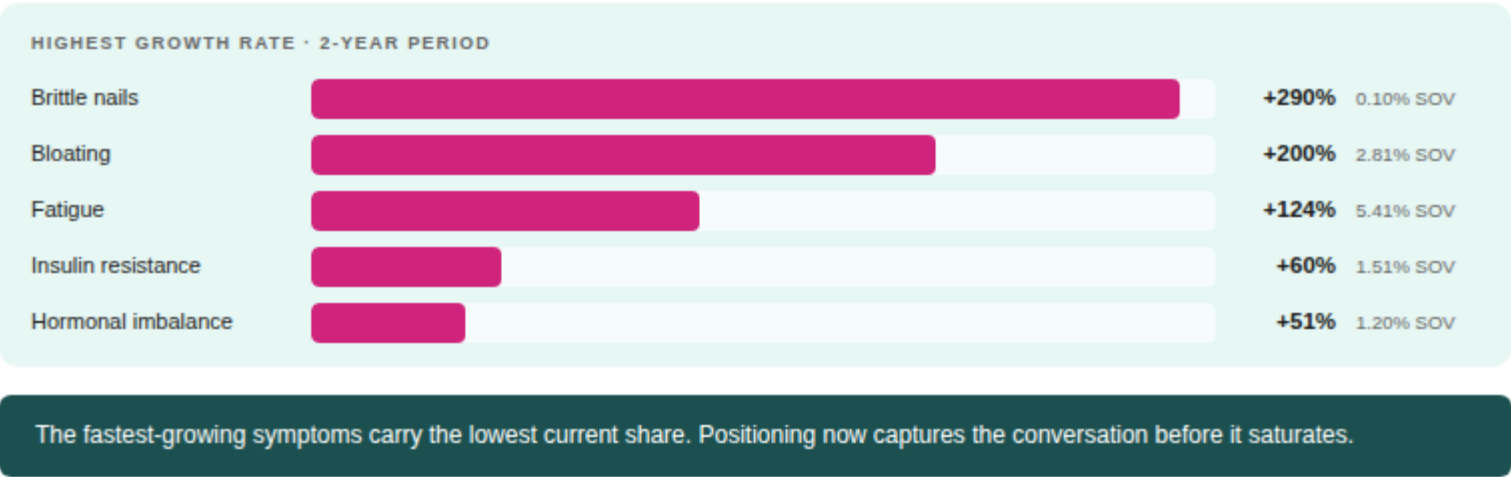
Perimenopause has moved well past niche status. Social listening across the women's health corpus shows it now accounts for nearly a third of all conversation in the category, a share that has grown steadily from 2.5% to nearly 4% since early 2024. The conversation is no longer about awareness. It is about products, routines, and relief.



THE SYMPTOM SIGNAL

Fastest-growing symptoms are the ones brands haven't claimed yet

Within perimenopause conversation, specific symptoms are accelerating faster than the category itself. Fatigue dominates by volume at 5.41% SOV, but the fastest movers are brittle nails (+290%) and bloating (+200%) over two years. Insulin resistance is growing at +60% with low current share. Metabolic framing is entering the conversation before most brands have positioned for it.



WHAT'S OPENING INSIDE THE TREND

Three conversations pulling the category wider

Perimenopause is not a single need-state. Three distinct conversations are pulling the category in different directions, each with its own product implication.

NO LONGER TABOO

Perimenopause and menopause have shifted from private concern to open conversation. Creators and practitioners are naming symptoms directly, framing them as expected transitions rather than conditions to hide. The category language has changed. Consumers are responding to that directness.

STRENGTH AND COGNITIVE SUPPORT

Products framed specifically "for women" are gaining ground inside this conversation. Protein and creatine are being repositioned around muscle maintenance, brain fog, and cognitive support: needs perimenopause users name directly. Brain fog is becoming a standalone claim, not a side note.

HORMONE OPTIMIZATION

The conversation is extending into cortisol management and dopamine regulation. "Dopamine detox" language overtook "dopamine" talk at approximately 4.3x year over year. Consumers are actively filtering for products that work with their hormones, not against them.

Brands that pick a lane early: taboo-breaking, functional support, or hormone-safe framing. Trying to claim all three dilutes the signal.

READING THE MOMENTUM

Hormone management is the broader signal

Perimenopause is the lead driver, but the surrounding hormone conversation is expanding independently. Three terms track the outer edge of where consumer intent is moving next.

