

A woman with blonde hair is looking into a mirror and touching her face with both hands. The background is a bright, windowed area.

Menopausal Beauty *What Women Want*

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Beauty & Personal Care Consumer Research



The Benchmarking Company

Get to Know Us & Get to Know Your Consumer

The Benchmarking Company (TBC) is a bi-coastal consumer research firm that delivers need-to-know information about the beauty and personal care buyer.

- National and international custom quantitative research studies
- In-person and online focus groups across the USA
- Consumer in-home use testing is a specialty
- Proprietary panel of > 275K female and male vetted beauty and personal care buyers
- Beauty by the Numbers™ infographics series
- Sought-after industry speakers at all major beauty trade events
- Established in 2006
- Worked with 100+ brands
- Tested 45,000+ products
- Gathered 4 million+ consumer opinions

Study Methodology

Purpose of the Research

TBC created an online survey designed to explore consumer understanding of concepts surrounding menopausal beauty. The survey was designed to gauge her interest in products specifically designed for women at various menopausal stages. The study explored her frustrations, products currently used, purchase intent for additional offerings (brand opportunities), and brand messaging that drives her purchase. A survey instrument with 48 questions was developed consisting of **psychometric and demographic questions**.

Research Execution

- More than 2,000 US Women
- Ages: 18+
- Online Fielding, August 2021, with updates June 2022
- Average respondent age: 51.4 years
- 26% peri-menopausal; 20% menopausal; 43% post-menopausal; 11% still within child-bearing years
- Menopausal stages were defined at the beginning of the study to respondents as: *Perimenopause*: menstrual cycles become irregular, but they haven't stopped; *Menopause*: when you'll have your final menstrual period and have gone a year without one; *Post-menopause*: begins when you're one year from your final period.

Market Snapshot

Menopausal Issues

Addressing the Issues

Dietary Supplements

Brand Drivers & Desires

Her Brand Favorites

What She Wants from
Your Brand

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Market Snapshot & Trends

By 2025, there will be more than **1 billion** women experiencing menopause in the world, which will be 12% of the entire world population of 8 billion people. – *North American Menopause Society*

Women over 50 spend more than **\$22 billion annually** on beauty and personal grooming products. - *AARP*

The global market size for products related to anti-aging is expected to skyrocket from \$194.4 billion in 2020 to **\$422.8 billion by 2030**. –*PS Market Research*

Seventy-nine percent (**79%**) of adult women want to purchase **skincare products from a brand that focuses on issues specific to women in various stages of menopause**. –*The Benchmarking Company*

72% of peri- to post-menopausal women say they sometimes to always experience menopausal issues or systems that frustrate them.

- *83% of peri-menopausal women*
- *90% of menopausal women*
- *57% of post-menopausal women STILL experience*

Her General Frustrations



Beauty/Appearance Frustrations for Menopausal Women

- 44% age/sun spots/discoloration
- 45% hormonal acne breakouts
- 47% more fine lines/wrinkles
- 50% loss of skin elasticity
- 51% dehydrated skin

Functional Frustrations for Menopausal Women

- **68%** sleep pattern interruption
- **75%** difficulty losing weight
- **76%** night sweats
- **87%** hot flashes

72% of women not yet at per-menopause worry about managing hot flashes.

- **63%** worry about night sweats
- **56%** worry about thinning hair or an increase in fine lines
- **53%** worry about reduced collagen productivity resulting in a loss of skin elasticity

Intimate Frustrations

- **55%** painful sex
- **55%** decreased sex drive
- **50%** vaginal dryness
- **24%** incontinence
- **16%** change in vaginal odor
- **10%** vaginal atrophy



44% buy products to address these concerns

She uses *cosmetic* interventions, from products to peels, to manage these symptoms

- **66%** fine lines and wrinkles
- **59%** dehydrated skin
- **57%** age/sun spots/dyscoloration
- **53%** facial hair growth
- **51%** hormonal acne
- **46%** thin, crepey skin
- **43%** sagging skin
- **38%** loss of skin elasticity

She turns to *medical* interventions, from lasers to surgery, to manage these symptoms

- **26%** drop in estrogen levels
- **23%** vaginal dryness
- **35%** vaginal atrophy
- **24%** sleep pattern disruption
- **18%** incontinence



Dietary Supplements – Of Interest!

Are currently being used to combat the following symptoms

Concern	Take
Hot flashes	29%
Difficulty losing weight	29%
Hair loss	28%
Hair thinning	26%
Night sweats	24%
Build collagen	22%
Drop in estrogen levels	20%

What's enticing? 83% of menopausal women would welcome a supplement to combat sagging skin; 82% would take to repair thin or crepey skin; 81% would take to help lose weight; 79% would take to promote skin elasticity and decrease fine lines.

Her Brand Drivers & Desires

40%

Buy from companies that market specifically to women 40+

60%

Feel that products by brands targeting this age group have products that work better for her needs

66%

Say purchasing from these brands makes her feel understood

60%

Say purchasing from these brands makes her feel hopeful



Her Favorite Brands

*Brands she feels target women 40+
with great products*

- Better Not Younger
- Estee Lauder
- Fountain of Truth
- Hair Biology
- HER Intimate Care Collection
- L'Oréal
- Lancôme
- Olay
- Pause Well Aging
- Physician's Formula
- Vichy
- Womaness

Better
Not Younger™



Womaness™
MENOPAUSE MEET YOUR MATCH



HB

ESTEE
LAUDER
COMPANIES



Brand Opportunities!

- **79%** want to purchase skincare from a brand that focuses on issues specific to women in various stages of menopause
- **71%** would trust her favorite cosmetic brand to develop intimate care products designed for menopausal women
- **71%** would take a CBD supplement to aid in menopause specific conditions (sleep, mood, etc.)
- **73%** would look to her favorite hair care brands to develop products designed to meet specific menopausal hair care issues
- **54%** say they are willing to spend more money on products that will help us through these life stages!





Her Advice to Brands – Closing Notes

- **82%** - Be straightforward – tell us what the product is truly intended to do.
- **80%** - Make sure the benefits are clearly stated on the package.
- **63%** - Engage us in pre-market research – we have a lot to say!
- **60%** - We aren't ancient. Don't make the packaging look like something my grandma would own.
- **54%** - **GIVE US PROOF!** We expect to see consumer claims from women our age with similar issues (i.e., “96% of menopausal women in an independent study said dry patches diminished in 28 days”).

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