



# Women’s Health is an Expanding Market

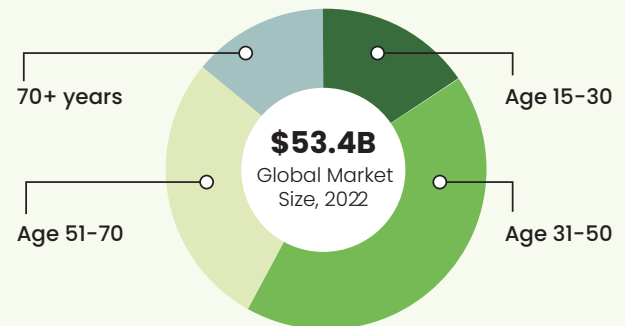
This supplement market overall is projected to expand at a 5.1% CAGR. This includes hormonal aids, nutrition for fertility, menopause, and postnatal support.

Postnatal supplements have a lucrative forecast with globally 41.8% of pregnant women suffering from anemia. Supplements supporting anemia are omega-3 fatty acids, iron, vitamin D, folate, riboflavin, etc. The direct sales channels segment held the largest revenue share at 35.1%, likely due to consumer trust factor.

Postmenopause support dominated this market with a 32.6% share. Supplements include calcium, minerals, and vitamins D, B6, & E, Omega-3, Collagen, and Cucumber Extract for bone density and strength.

## Global Women’s Health & Beauty Supplements Market

Share, by age group, 2022 (%)



Source: Grandviewresearch.com

Sources: Elmadjian, Melinda, "2023 Trends in the Vitamin and Supplement Industry," DaVinci Laboratories: Jan 2023. Grand View Research, "Women's Health and Beauty Supplements Market Size, Share and Trends," 2023-2030," 2022. World Health Organization Report, Sep 2022.