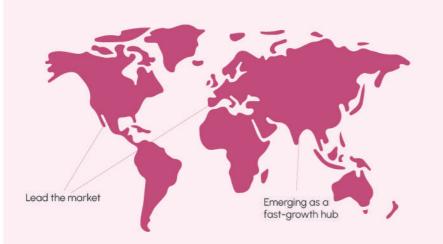


# WOMEN'S HEALTH IS EVOLVING-AND PROBIOTICS ARE THE CENTER OF IT

## Market Growth & Opportunity





\$1.57B - \$2.99B market by 2034 (18.1% CAGR)

Driven by the rising awareness of gut+immune health, with a demand for natural, targeted wellness.

#### What Women Want

**Antibiotics** 



Avoidance of side effects of antibiotics

**PCOS** 



53% prefer Lactobacillusbased support



60%+ use probiotics to manage symptoms

BV



92% CAM usage with 98% perceived effectiveness

### **Broader Health Drivers**







Bone health

Energy

**PMS** 





Skin & Hair



Mood & Stress Regulation

## Where & How They're Buying

- 51% buy online; 31% consult doctors before purchasing
- Balance between digital convenience & offline credibility
- Key brands: Garden of Life, Align, Seed, HUM (Global)
- BillionCheers, Boldfit, Neuherbs (India)

The formula winning over women in the global wellness revolution