

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

## Market Growth & Opportunity



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 *Lactobacillus*-based support

### UTI



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