

The Interconnected Future of Women's Health

How North American women are reshaping expectations for health support at every life stage

Women navigate changing health priorities across various stages of life – from adolescence through pregnancy, perimenopause, menopause and post-menopause. To address the needs related to each shift, they expect targeted solutions that are not only effective and accessible, but also rooted in scientific evidence.

ADM's Women's 360 Health Index examines the signals and solutions shaping women's health today, identifying the greatest opportunities for tailored innovation aimed at specific needs across various life stages.

The Three Signals

1. **Women connect health across systems.**
2. **Life stages shape needs, while standards for quality solutions stay the same.**
3. **Expanding access to women's health through everyday foods and beverages.**

Health Comes Full Circle

- **89%** cite poor sleep, low energy and anxiety among top symptoms
- **71%** say health concerns disrupt their daily lives
- **70%** believe supplements and lifestyle changes are effective
- **68%** consume women's health supplements frequently or daily





SIGNAL 1:

"The Common Thread"

Women connect health across systems

A common thread runs through women's health priorities: they are interconnected. Women increasingly recognize that health is a system, where progress in one area can support outcomes across many others.

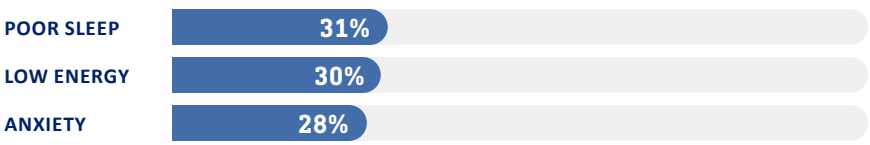
Sleep, Stress, Mood and Energy Lead Demand

Poor sleep, low energy and anxiety are the three most commonly reported symptoms among women in every life stage. These priorities are mirrored in what women most want to improve, with sleep quality and mood leading the list. Emotional strain is also widespread: 61% say they frequently feel low, while 26% report feeling low almost every day.

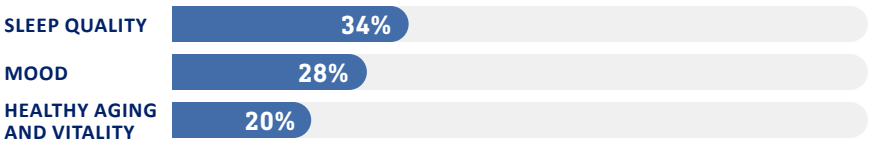
Dreaming of Solutions

Consumers' top wellness symptoms closely align with their top health improvement priorities.

Top Symptoms:



Top Improvement Priorities:





The Gut: A Hub for Women's Health

More women now see health as a connected system, with gut health serving as a central hub linking hormones and nutrition and influencing outcomes beyond a single benefit. Eighty-three percent believe these factors directly affect skin health, with nearly half (48%) strongly agreeing. Interest in gut health support is also high (79%), coming just behind mood and stress support (82%), indicating gut health support as a compelling platform for women's wellness innovation.

SIGNAL 2:

"Different Stages, Different Needs. Same Standards."

Life stages shape needs, while standards for quality solutions stay the same

Symptoms and priorities shift during menstrual and reproductive years, pregnancy and postpartum, and perimenopause and menopause, creating opportunities for more targeted solutions. Yet across life stages, women share a consistent set of standards regard cost, clinical validation and convenience.

Life Stages



Menstrual Years & Young Adulthood

Symptom patterns vary during the menstrual and reproductive years. Nineteen percent report symptoms – such as poor sleep or low energy – peaking around their menstrual cycle, while 18% experience symptoms unpredictably, highlighting demand for targeted menstrual and premenstrual support.



Pregnancy & Postpartum

Pregnant women have specific prenatal health needs. They may experience nausea and/or increased flatulence, and they may need more fiber intake during this time. Weight management is an important postpartum need. Among women taking GLP-1 receptor agonists, post-pregnancy weight gain is the leading reason for use, both during and after the first postpartum year.



Perimenopause, Menopause & Post-menopause

Women in this largest combined life stage – which can last 15 to 20 years or more, starting from about age 40 through age 60 – report diverse needs. Symptoms may include hot flashes, brain fog, sleep disruption and weight changes, driving strong interest in hormonal and menopause-support ingredients (65-73%).

What Never Changes

Affordability

- 69% of women say cost significantly or completely limits their ability to manage health.
- Cost is the number-one factor when choosing a women's health solution.

Clinical Validation

- Clinically proven effectiveness is the second-most-important purchasing factor.
- Women most often trust in healthcare providers (58%), followed by friends or family (36%), specialists in women's health (35%), and scientific research (31%).

Convenience

- Women want solutions that fit their lives, and gummies/chewables lead in supplement format preference (41%), ahead of tablets (36%) and soft gels/capsules (35%).

SIGNAL 3:

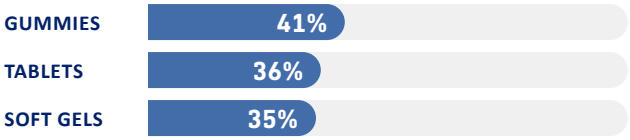
"The Next Generation of Women's Health"

Expanding access to women's health through everyday foods and beverages

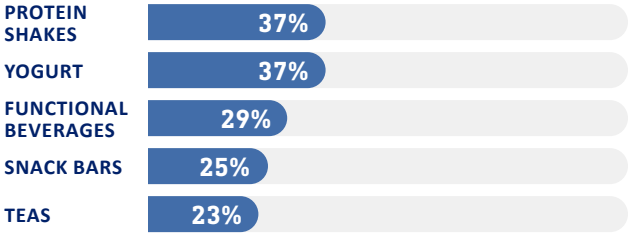
Women are receptive to innovation but selective about what earns their trust. Solutions that combine everyday accessibility, multiple health benefits and validation from trusted sources are best positioned to win. Plus, pairing emerging ingredients with recognizable ones may help brands introduce new benefits while building consumer confidence across food, beverage and supplement formats.

Beyond the Supplement

Familiar, "easy-to-pop" supplement formats are most popular:



Consumers also expect health support within everyday food and beverage formats:



Multi-Benefit Formulations

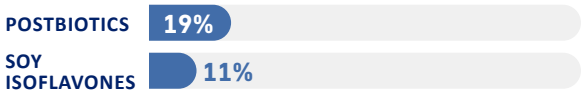
Women view health holistically and expect products to deliver accordingly. Interest spanning gut health, mood, blood sugar and appetite management points to growing demand for foods, beverages and supplements that provide multiple complementary benefits rather than addressing a single need.

Ingredient Awareness Opens the Door

Established ingredients with the highest awareness levels:



Emerging ingredients with opportunities to build awareness:



Familiarity levels position vitamin E and probiotics as the ingredients consumers are most willing to try. Digestive enzymes and prebiotics/fiber are close behind.

Value Drives Adoption

Cost remains a leading purchase driver, making affordability essential. Tiered product strategies and efficacy-to-cost-balanced formulations can help brands expand access without compromising perceived value.



Trust Drives Trial

Women are open to innovation, with 82% open to trying new solutions if supported by science (34%) or following active exploration and research (23% and 16%). Clear benefits, recognizable ingredients and validation from credible experts, healthcare professionals and scientific evidence together build confidence in new products.

More Personal. More Interconnected.

Women increasingly focus on holistic health solutions, and they are clear on what they expect from brands: solutions that are effective, affordable, backed by science and easy to fit into daily life. Priorities shift by stage, but those expectations never waver, which is where opportunity lies.

How ADM Can Help

ADM enables manufacturers to meet the moment by combining clinically supported ingredients with consumer-relevant formats and benefits. Across a portfolio of biotics, proteins, fibers, plant-based ingredients and flavor systems, we help brands:

- **Own the "interconnected systems" narrative** with multi-benefit solutions supporting gut, metabolic, mood, hormone and skin health.
- **Lead with credibility** through science-backed claims and education that translate ingredient science into language consumers trust.
- **Design for accessibility** with segmented strategies and scalable ingredients available at standard and premium tiers.
- **Expand into everyday occasions,** extending women's health into protein shakes, yogurts, functional beverages and snack bars.
- **Tailor by life stage** while making sure proof of claims, value and ease of use remain constant across the product range.

Create a category to support women as they navigate every step of their health journey with greater confidence. Turn to ADM to help them thrive along the way.

ADM Outside Voice℠, Women's 360 Health Index, North America, 2026

This communication is only intended for business-to-business use. No statements are meant to be perceived as approved by regulatory authorities.

