



# WOMEN'S LIVES MADE BETTER THROUGH IFF



## IFF SUPPORTS WOMEN'S HEALTH AT ALL LIFE STAGES

FEMININE-SPECIFIC HEALTH			
 <p><b>REPRODUCTIVE PHASE</b></p> <ul style="list-style-type: none"> <li>• Vaginal &amp; urinary health</li> <li>• PMS</li> </ul>	 <p><b>MATERNAL PHASE</b></p> <ul style="list-style-type: none"> <li>• Prenatal care</li> <li>• Vaginal &amp; urinary health</li> </ul>	 <p><b>MENOPAUSE PHASE</b></p> <ul style="list-style-type: none"> <li>• Hot flashes &amp; night sweats</li> <li>• Brain fog</li> <li>• Weight management</li> </ul>	 <p><b>POST-MENOPAUSE PHASE</b></p> <ul style="list-style-type: none"> <li>• Bladder health</li> <li>• Metabolic health</li> <li>• Bone &amp; joint health</li> </ul>
GENERAL HEALTH & WELLBEING			
• Beauty from Within	• Immune Health	• Digestive Health	• Mental Health

Women's health encompasses a broad spectrum of concerns, reflecting unique challenges and health journeys. And supplement brands are just beginning to recognize the need for solutions to support women during their childbearing years through menopause and beyond.

Fortunately, IFF offers one of the largest portfolios of probiotic and botanical options to support women's health, featuring:

- numerous options spanning all female life stages
- leading, clinically studied probiotics, botanicals and health ingredients
- scientific and formulation expertise
- customized solutions and finished formats
- deep market and consumer insights

By understanding and addressing health needs at each life stage, we provide tailored supplement offerings that can address symptoms unique to women as they seek to optimize their wellbeing.

## THE RAPIDLY GROWING MENOPAUSE MARKET

Millions of women struggle with the mental, physical and emotional challenges that come with menopause. At IFF, we're partnering with our customers to provide probiotic and botanical solutions to support women across a wide range of menopause symptoms.

[LEARN MORE](#)

## A BOOMING MARKET

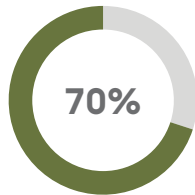
The valuation for the overall Women's Health market is expected to reach \$60 billion by 2030.<sup>[1]</sup>

But until recently, most supplement brands haven't paid much attention – making for a large, untapped market. Although women represent **63%** of probiotic supplement consumers across the US and Europe, under **10%** of recent global supplement launches have targeted the female population.<sup>[2]</sup>

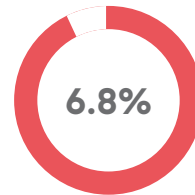
This means a **MAJOR OPPORTUNITY** for supplement brands.



Global supplement sales for Women's Health and Beauty reached **\$8.72 billion in 2023**.<sup>[3]</sup>



Nearly **70%** of women in the U.S. indicated they're more likely to take **supplements specifically designed for the female body**.<sup>[4]</sup>



With **6.8%** estimated growth in 2023, **probiotics are the fastest-growing segment** in women's health supplements in North America.<sup>[4]</sup>



## LET'S IDEATE TOGETHER TO DEVELOP YOUR NEXT WOMEN'S HEALTH PRODUCT

For brands wanting to innovate and/or develop efficacious, high-quality women's supplements, IFF is the only partner you need.

From custom ingredient blends and formulations to finished format manufacturing, we leverage our deep probiotics and botanical expertise, providing you with creative approaches to address your customers' women's health needs.

Connect with us to harness our extensive expertise in ingredient combinations, stability and application development.

Contact IFF to find out how our product portfolio of **HOWARU®** probiotic strains and **CARE4U®** botanicals can help you respond to in-demand women's health needs and interests with tailor-made supplements for your customers.

To learn more about IFF and Women's Health solutions, [visit our website.](#)



<sup>[1]</sup>Source: SPINS.

<sup>[2]</sup>Source: IPA, 2022 and Mintel GNPD 2017-2022.

<sup>[3]</sup>Source: Euromonitor.

<sup>[4]</sup>Source: NBJ Women's Health Report 2023.