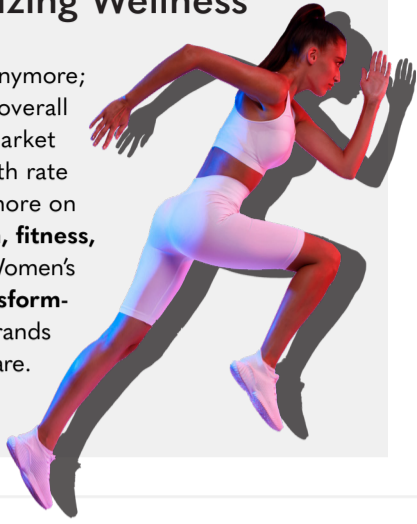


Living Well: How Consumers (and Brands!) Are Prioritizing Wellness

Wellness isn't simply about fitness and nutrition anymore; today's consumers are equally focused on their overall physical and mental well-being. With a global market valued at **more than \$1.5T**—and an annual growth rate of 5% to 10%—consumers are willing to spend more on products and services that **improve their health, fitness, nutrition, appearance, sleep, and mindfulness**. Women's health, in particular, is experiencing a **digital transformation** with incredible potential for expansion as brands move to disrupt the industry and offer equitable care.

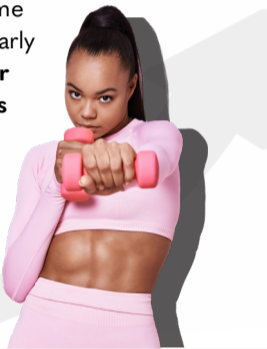


MAKING WELLNESS A PRIORITY



48% of U.S. consumers are prioritizing their wellness more than they were 2–3 years ago

- During the same time period, nearly **42% said their overall wellness increased**



A HEALTHY SPEND

A whopping **50% of wellness spending** amongst U.S. consumers is for products and services promoting **better health**—the most conventional category associated with wellness



Image Source: Oura Ring

- This goes beyond traditional medicine and supplements—consumers are taking their health into their own hands with apps to book appointments or obtain prescriptions as well as devices that help monitor health and symptoms
- **The next highest category is appearance**, which accounts for 20% of wellness spending

WHAT'S TRENDING?

- The preference for natural/clean products is clear, with **41%** of consumers saying they would **opt for natural supplements** versus 21% who would choose more effective options
- 88% of consumers prioritize personalization
- **The power of influence: 60%** of consumers would **consider a wellness brand/product posted by a favorite influencer**



Image Source: Sakara

WOMEN'S HEALTH: A NEW ERA

- 80% of **consumer purchasing decisions** in the healthcare industry are **made by women**
- **1.2 billion women globally will be in peri- or post-menopause by 2030**, opening up potential to address these conditions



THE DIGITAL AGE

- Women are **75–85% more likely to use digital tools** for their healthcare needs than men
- **1 in 5 women** between the age of 18 and 49 use **health apps**



Image Source: Cerebral

A GROWING FEMTECH MARKET

Femtech solutions are helping women take charge of their health and health-related data—and this sector is experiencing growth at a rapid pace:

- By the end of 2021, **femtech funding reached \$2.5 billion**—and it's expected to grow to **\$9.4 billion by 2024**
- **3% of all digital health funding** goes to femtech companies



Sources: McKinsey & Company, "Feeling Good: The Future of the \$1.5 Trillion Wellness Market," 2021, McKinsey & Company, "Unlocking opportunities in women's healthcare," 2022, eMarketer, "Digital health disruption has only scratched the surface of femtech—a market that's teeming with opportunity," 2021, eMarketer, "The US femtech market is booming, with room for many startups to grow," 2022