

Marketing Health to Women - US - October 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Women seek solutions to live a healthy life, indicating a need for products that help them to be proactive about their healthcare. Education among key consumer groups, such as lower income as well as Black and Hispanic women will be imperative, especially as implications from the PPACA roll out.”

– Emily Krol, Health and Wellness Analyst

This report looks at the following areas:

- Women are taking a proactive and preventative approach to their health, which could impact the market of OTC medications that are designed to treat ailments
- Healthcare is expensive, putting those from a lower-income household at a disadvantage when it comes to being proactive about their health
- The population of Black and Hispanic women is growing, but these women are less likely to be proactive about their health
- The declining birthrate could mean fewer moms in the market for healthcare products

Women made up about half of the US population, and 47% of the labor force in 2012, according to the [US Bureau of Labor Statistics](#). In addition to being the primary caretaker for their family's health, the Pew Research Center shows that mothers are the primary breadwinner for 40% of American households. Women are clearly an influential group when it comes to making household purchases, and marketing for healthcare products needs to resonate with them.

Women are under a lot of pressure to raise a family, have a successful career, and do it all while maintaining a positive outlook and appearance. However, they often put the wellbeing of their families or others ahead of their own. Furthermore, caretaking duties of both older parents and children tend to fall on women's shoulders, which can create a lot of stress in women's lives.

This report will outline the ailments and conditions that women tend to suffer from, and how they treat them. It will also illustrate health behaviors of women, including likelihood to exercise, smoke, and diet. Attitudes toward health products and messaging that women would be receptive to are also discussed.

Factors that women think contribute to a healthful lifestyle and sources that women turn to for health information will also be reviewed. The report will also demonstrate tools or programs women would find useful to help manage their health. Finally, the report will help readers understand the types of health information women are interested in learning more about, and the current health initiatives they are aware of to aid development of health messages aimed at women.

Understanding women's needs and wants when it comes to healthcare products will help marketers to effectively target products to various demographic segments.

This report builds on the analysis presented in Mintel's *Marketing Health to Women – US, November 2011*, as well as the June 2009 and July 2007 report of the same title.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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