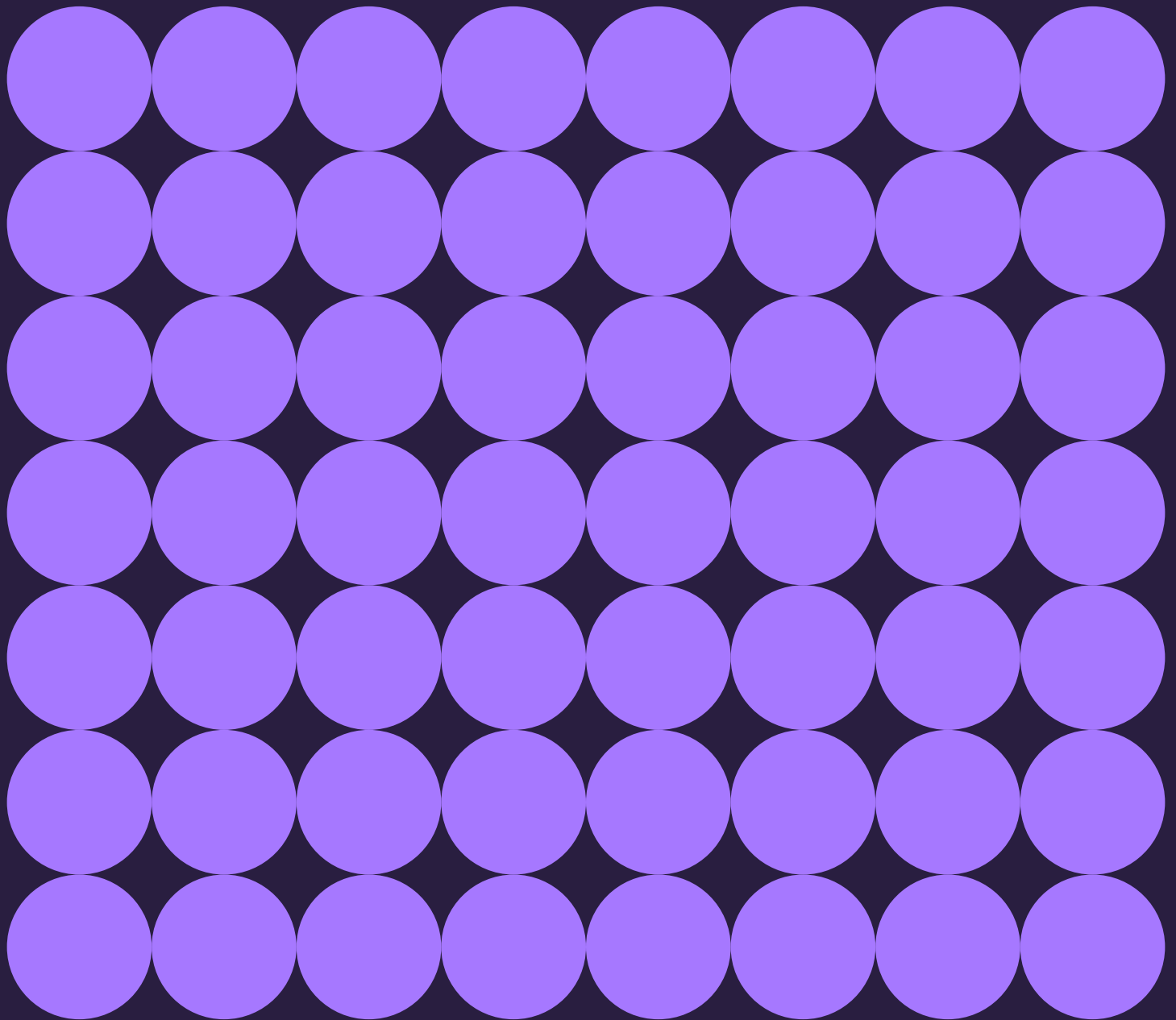


USA INVISIBILITY REPORT



With thanks to GenM Partner IFF for their sponsorship
of the Invisibility Report USA's research data.



Home of the MTick and
Menopause Partner for Brands

O! FORREWORD



““”

There are at least 48 signs of menopause, providing retailers and brands at least 48 reasons to serve her better in terms of product, merchandise, marketing, communications and signage in store, online and on products and overall customer experience.

Heather Jackson
GenM CEO and Co-Founder

GenM was created to serve over 1 billion women globally, including 75 million in the USA, who spend up to 30% of their lives in menopause.

Our mission is to provide this overlooked and underserved audience with the visibility, trust and choice they deserve, empowering them to manage their menopause, their way. Our impact also aims to bring trust and credibility to a menopause market valued at \$600 billion by Forbes.

Founded in the UK in 2020, GenM launched with “The GenM Invisibility Report,” transforming menopause retail. This groundbreaking report ignited over 100 of the most powerful, recognizable and progressive brands to unite with GenM.

They successfully committed to supporting and serving menopause consumers in a commercially purposeful way, thereby improving the menopause experience for millions affected directly and indirectly. Today, the UK is seen as a global leader in menopause, largely due to GenM’s pioneering collaborative efforts.

Using our insights, experience and success, we believe our findings can drive rapid change in the USA.

GenM is built entirely on irrefutable, independent evidence and research. These strategic findings serve not just as a guide but as a data-backed foundation for long-term, purposeful business growth for the next five years and beyond. Our vision is to create a new retail category for menopause products and services.

A special mention goes to our Founding Partner, IFF, for their generous sponsorship of the research data for this report. IFF’s support has been instrumental in bringing this pivotal research to life, helping us pave the way for meaningful change in the menopause landscape. Thank you for being so committed to empowering menopausal women and advancing our global mission.

To achieve this, we urge our collective of retailers, manufacturers and brands to integrate menopause into all aspects of their business, from advertising and marketing to store signage, merchandising, NPD, and HR. We want the MTick to be as globally recognizable as the vegan ‘V’ symbol and for GenM to be as influential as BCorp. The USA is crucial in driving this change for the billion women who need it.

We hope this report inspires, excites and ignites retailers, brands and manufacturers to raise awareness of menopause, support and deliver societal change, and meet the needs of menopausal women who deserve and demand more.

Together, we can be the change-makers that women everywhere deserve.

To everyone else, thank you for taking the time to read our findings and for the countless lives you can positively impact by helping women everywhere to thrive.


Heather Jackson
CEO and Co-Founder



02. INTRODUCTION

“

We know menopausal women feel overlooked, underserved and invisible by brands and society. With a purchasing power of \$15 trillion, this \$600 billion global market cannot, and should not, be ignored.

Heather Jackson
GenM CEO and Co-Founder

This game-changing report aims to shift perceptions on the 75 million menopausal women* in the USA and 1 billion globally who are currently overlooked and underserved by retailers, brands and manufacturers, many of which they have trusted all their lives.

GenM, the UK’s leading menopause partner for brands, is bringing groundbreaking insight to the USA. This move aims to ignite brands, retailers and manufacturers to better understand, serve and support the menopause consumer while driving purposeful commercial growth.

Our research shows that millions of women in the USA demand a better menopause experience. They deserve a improved ways to search, source and shop for menopause products and services. With up to 48 signs of menopause, like brain fog, dry eyes and hot flashes, there’s a huge opportunity to provide much-needed solutions.

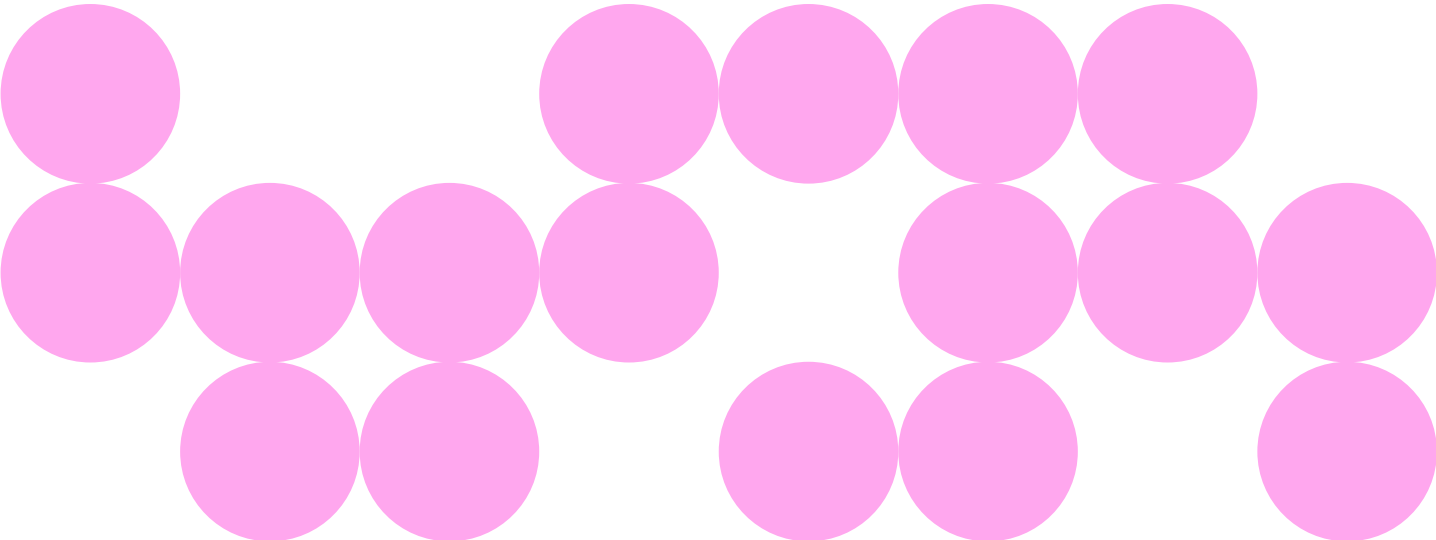
Put simply, to improve the lived experience, we must deliver choice, trust and visibility to the menopause consumer, as well as credibility to the menopause market. This report provides irrefutable, independent evidence that the time to act is now.

“““

No one brand, individual, medic, influencer or perimenopausal co-founder can change the world alone. But together, we can help change the societal narrative of menopause from fear to thrive, from limitation to liberation, and from ‘menowashing’ to ‘menopowerment’.

Heather Jackson
GenM CEO and Co-Founder

*People who identify as trans and non-binary are always included when we’re talking about women.



“

The faster you can understand the menopause landscape, the faster and more effective you can make the menopause experience better today than it was yesterday.

Heather Jackson
GenM CEO and Co-Founder



O2. EXECUTIVE SUMMARY

“

There are 75 million women in the USA and 1 billion women globally experiencing menopause for up to 15 years. Many feel overlooked, underserved and misunderstood by brands and society.

Heather Jackson
GenM CEO and Co-Founder

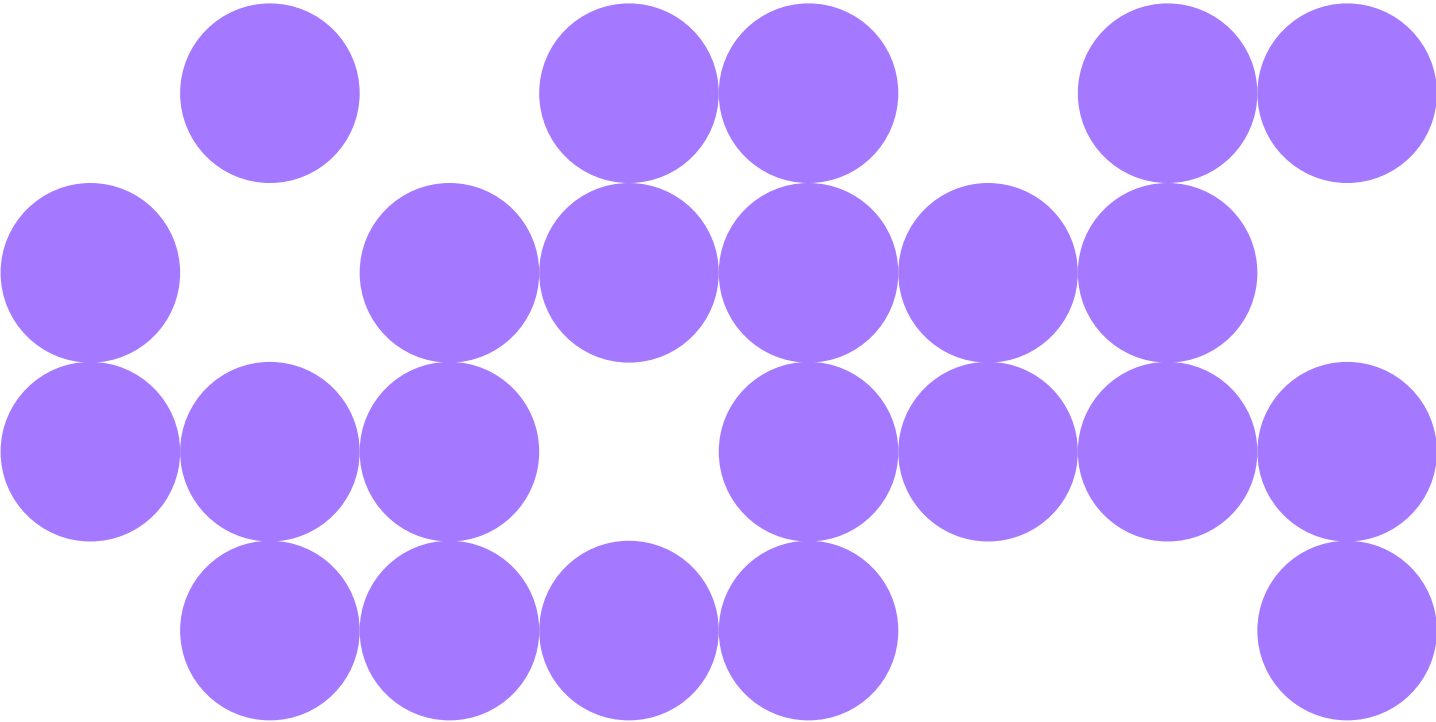
Businesses have the responsibility to understand, support and serve menopausal consumers better to drive societal change. The faster you can understand the menopause landscape, the faster you can make the menopause experience better today than it was yesterday and drive purposeful growth to your brand.

Menopause impacts every aspect of a business, from product categories and marketing strategies to NPD, shopper experience and HR. But where is the marketing, store designation, signage and overall customer experience for the menopause consumer?

There is a reason why the statistics in this report make for uncomfortable reading – despite the significant demographic, their needs continue to be unmet. Brands today have a huge opportunity to make an impact, connect with consumers and build relationships.

Menopause needs designated space and signage, whether in-store, online or on packaging. It’s time to make menopause the new vegan – a respected retail category thriving on consumer trust and credibility.

As gatekeepers to this global market, your journey to understanding and better serving the menopause consumer starts with GenM and the insights inside this report.



Menopausal women in the USA

How they’re feeling:

Women are navigating menopause on their own and are feeling isolated – illustrating the vital role of retailers, brands and manufacturers in making menopause more visible and improving the lived experience for the menopause consumer:

- 65% said menopause made them feel invisible
- 96% said they need other solutions to manage their menopause better

Research involved women aged 35-60 from 22 states and all stages of menopause. For most women, their experience of menopause is negative – demonstrating the role of retailers, brands and manufacturers in making the menopause conversation vibrant and inclusive:

- 62% of women in menopause did not embrace the transition and are not coping well with it
- 83% believe we should talk about menopause more openly and treat it as the natural transition that it is

Women struggle to identify the signs of menopause – highlighting the important role that retailers, brands and manufacturers can play in raising awareness of the 48 signs of menopause and the products that can support it:

- Women can identify just 5 of the 48 signs of menopause



Women are unprepared for menopause – revealing a lack of knowledge about the transition and what products can help. There’s an opportunity for retailers, brands and manufacturers to raise awareness and empower women with better understanding and the confidence to seek the right support:

- >50% of menopausal women knew almost nothing about menopause until they started going through it



Menopause solutions:

Hormone Replacement Therapy (HRT) is not a one-size-fits-all solution – revealing the huge opportunity for retailers, brands, and manufacturers to offer alternative and complementary products:

- 96% said they need other solutions to manage their menopause better

Women are actively seeking alternatives to HRT – showing the critical role that retailers, brands and manufacturers have in signposting products and solutions within their portfolio that can address at least one of the 48 signs of menopause:

- 52% of women plan to use alternative solutions to help with menopause



Why they’re underserved:

Women demand better signage and signposting of menopause products to make them more visible – reinforcing the need to give menopause a designated space in-store, online or on packaging:

- 88% of women want to shop menopause-labelled products but 58% find it hard to find menopause- friendly products
- 75% haven’t noticed any menopause-specific advertising but 38% find advertising they have seen condescending
- 74% believe brands and retailers do not provide clear information on what constitutes a menopause product and where to find it and 69% said brands and retailers do not provide the right products for menopause



“

**WHEN WOMEN
THRIVE, THE
WORLD THRIVES.
YOU CAN BE
LEGACYMAKERS
AND GAME-
CHANGERS.**

Heather Jackson
GenM CEO and Co-Founder

As a business leader, retailer or manufacturer, how will you support today's menopause consumers and the women in your life?

These insights should inspire you to think differently about menopause, recognizing the importance of offering more trust and choice to empower women.

GenM is here to help you deliver. The solution is simple and effective: the MTick, the universal symbol for menopause-friendly products, transforming the way women search, source and shop for menopause solutions.

By committing to unite with GenM and other progressive brands, retailers, and manufacturers, you can make the menopause experience better today than yesterday for millions of women.



JOIN US AS ONE OF OUR 48 FOUNDING PARTNERS TO:

**01.
MAKE MENOPAUSE
MORE VISIBLE**

**02.
DELIVER CHOICE
AND TRUST**

**03.
IMPROVE THE
EXPERIENCE FOR ALL**

**04.
EMPOWER WOMEN
IN MENOPAUSE
TO THRIVE**

O4. USA MENOPAUSAL LANDSCAPE

“

We know menopausal women feel overlooked, underserved and invisible by brands and society. With a purchasing power of \$15 trillion, this \$600 billion global market cannot, and should not, be ignored.

Heather Jackson
GenM CEO and Co-Founder

Leaving women in the dark

An overlooked, underrepresented and underserved audience of menopausal women who deserve better.

Half of the global population will experience menopause during their lives, with an estimated 1 billion globally in menopause by 2025. There are 75 million menopausal women in the USA right now – almost 45% of the female population.

Our research shows that society is underserving and overlooking almost 23% of the entire population of the USA. Those in menopause are unable to find the support they need while struggling with physical, emotional and mental signs:

- 65% feel invisible
- 45% felt unattractive
- 52% experience anxiety
- 32% lacking in confidence

Often, American women aged 50+ make most or all of household purchasing decisions, representing over \$15 trillion in purchasing power . So, why do brands continue to overlook and underserve this powerful consumer?

GenM is uniting the ‘MenoChain’ to deliver designated space and visibility to menopause, creating a category that empowers women with choice and allows them to thrive.

Menopause is now – it’s the future of purposeful retail.

Will you help them to feel visible?

“““

I feel lost, unattractive, unappreciated. I feel like time is ticking and I don’t know what the future holds

¹<https://www.forbes.com/sites/njgoldston/2018/08/21/how-to-harness-the-untapped-spending-power-of-the-50-ish-super-consumer/?sh=1d695edf16db>



A ‘knowledge gap’ that leaves women in the dark when it comes to menopause and the 48 signs.

A key finding of this report is the lack of knowledge among women about which stage of menopause they are in and the signs they are experiencing.

Only 10% of women can name more than 5 of the 48 signs. This lack of awareness makes it impossible for them to discover suitable products, solutions and services to support their menopause and ensure a better experience. Put simply, they can’t find solutions for signs they haven’t yet recognized as issues.

- 5 - the average number of menopause signs women recalled – just 10% of all signs

No one menopause journey is the same, but most women will experience at least one of 48 signs at some stage. Our research highlights that women know very little about the emotional, mental and physical effects of menopause:

- 50% know very little about the physical effects
- 60% know very little about the mental and emotional effects

Menopause should be more than a women’s issue, yet the majority of those in menopause feel that their loved ones know nothing or very little about what they are experiencing:

- 85% feel loved ones are ill-informed about mental/ emotional effects
- 83% feel loved ones are ill-informed about physical effects

This underscores the role that retailers and brands with enormous reach and influence can play in raising awareness of menopause and the products that can support it. Why? Because without knowledge, women can’t effectively prepare for their menopause journey, and their loved ones can’t even begin to support them.

The menopause conversation needs to be vibrant and inclusive, empowering women with knowledge to understand their signs and giving them the confidence to seek appropriate support to ensure a better lived experience.

Are you ready to normalize the conversation and better serve your menopausal audience?

86%

of younger women don’t feel informed about the signs of menopause

“““

I’m starting to get signs and I’m completely oblivious of what to expect



The 48 signs of menopause

The 48 credible, medical and clinical reasons to better support and serve the menopausal consumer.



Navigating menopause

Women find menopause confusing and difficult to navigate personally and societally.

Personally:

Our research shows that, for most women, menopause hits unexpectedly. It is confusing, difficult to navigate, and can bring serious mental, emotional and physical side effects. This life transition can last up to 15 years. There is a lack of preparation, knowledge or education surrounding menopause and its signs:

- 52% knew nothing about menopause before they started going through it
- 58% felt blindsided by menopause
- 54% felt unprepared for menopause

This research highlights a clear call to action for greater information to support those experiencing menopause and for those who are yet to reach menopause but are unprepared for what’s to come.

Menopause can be catastrophic for many women and can have a severe impact on every element of their life. It can also trigger the onset of anxiety and depression. Shockingly, suicide rates for women in the USA are higher around menopause age , highlighting a critical need to improve support.



It was a difficult time for me. I thought it was too soon and it snuck up on me

²<https://www.statista.com/statistics/1114127/female-suicide-rate-in-the-us-by-age-group/>
³<https://www.letstalkmenopause.org/>
⁴<https://time.com/6274622/menopause-us-economy-women-work/>



Societally:

Menopause impacts everyone, not just women; it affects society as a whole. It can force out of the workplace, destroying careers and leading to the loss of highly experienced and talented people – a major cost for businesses. It can also cause the irretrievable breakdown of relationships, marriages, and home life³.

- 13% of US women say menopause led to reduced work hours, job loss, or early retirement⁴

Brands, retailers and manufacturers have an important role to play in changing the rhetoric and transforming the menopause landscape.

- 83% of women want positive & open conversation around menopause
- 45% of post-menopausal women wish they’d had better menopause education & awareness

Whether experiencing menopause firsthand or indirectly as a friend, partner, colleague or employer, education and information are needed to help break the taboo. Our research shows that women are demanding brands to challenge the menopause stigma and support in raising awareness.

As a society, we need to normalize the menopause conversation and make the experience better for all.

How are you supporting your menopausal audience?
There is a solution.

58%

felt blindsided by menopause

83%

of women want positive & open conversation around menopause.



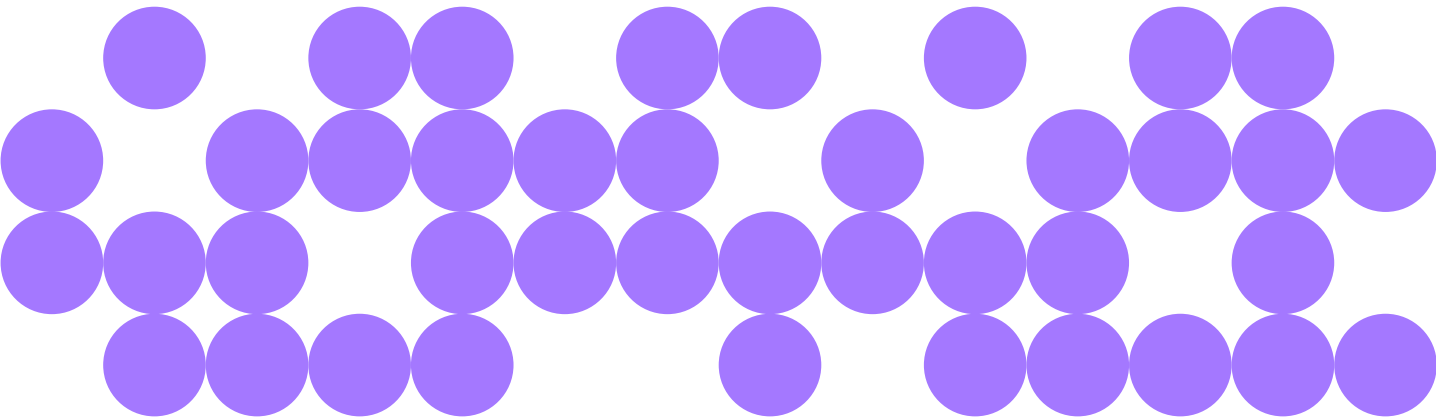
A marginalized consumer - overlooked and underserved by brands and retailers they have trusted all their lives.

Our research shows that those in menopause feel overlooked by brands and retailers they have trusted all their lives. They believe brands should be doing more to provide better solutions to improve the menopause experience and deliver marketing and advertising that both resonates and is representative of their demographic. The current conversation is poor and lacks impact:

- 75% haven’t noticed any menopause-specific advertising
- 56% believe menopause-specific advertising is condescending, uninspiring and poor
- 38% don’t believe marketing and advertising accurately reflects their life

This report clearly shows women are struggling to find products to support any one of the 48 signs of menopause. It’s irrefutable evidence that those in menopause don’t believe that retailers and brands provide clear information on the location of menopause products or clearly identify their products as menopause-friendly:

- 74% don’t think that brands and retailers provide clear information what constitutes a menopause product and where to find it
- 58% don’t think brands are making menopause products easy to find in-store
- 49% don’t think brands are making menopause products easy to find online
- 69% don’t believe that brands and retailers are providing the right products for those in menopause



Women are demanding better knowledge, support and education about menopause. This audience is not getting the advice and guidance they would hope to be given by brands and retailers while in the retail environment, whether that’s from products, signposting or staff. A better shopping experience in-store and online must start with better-trained store associates and better signage

- 84% of women do not think that store associates are well educated on the needs of menopausal women.

Retailers and brands must improve how they deliver the shopping experience for those in menopause – including better education for employees on the 48 signs of menopause to ensure a greater understanding of the needs of this consumer and, ultimately, a more positive shopping experience.



Help women navigate menopause in-store and online

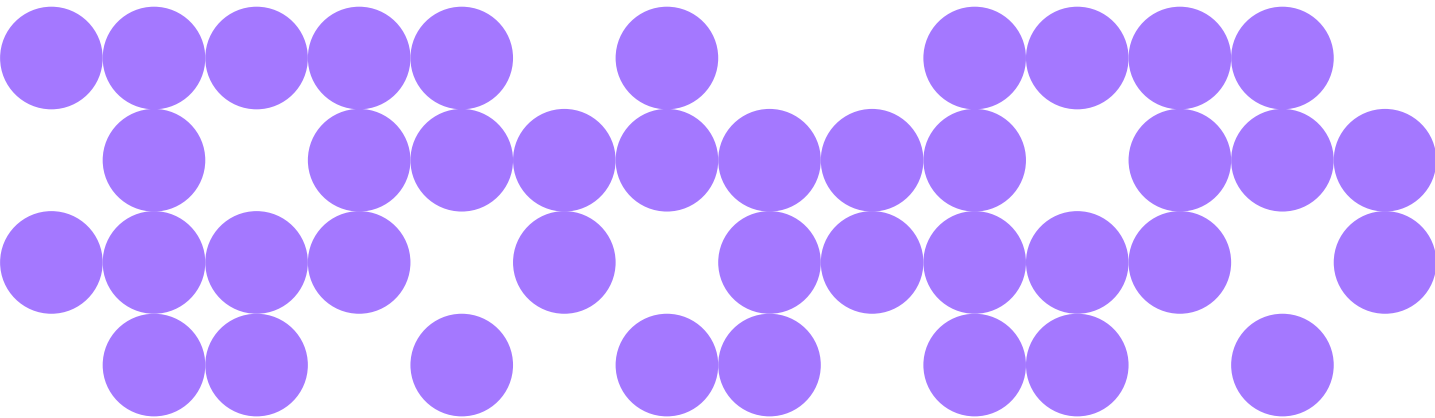
Menopause impacts every aspect of a business, from product categories and marketing strategies to NPD and shopper experience.

The overwhelming statistic that 88% of women want to shop with menopause-friendly signposting provides irrefutable evidence that every business has a responsibility to support its menopausal customers better.

For retailers and brands, this is about meeting the overwhelming consumer demand for better support, credibility, visibility, trust and choice across categories by providing clear visual signage and signposting solutions that can support any of the 48 signs.

But there’s work to be done. 89% of women haven’t noticed specific menopause-related signage or labeling in retailers or online, meaning brands and retailers have a role in bringing visibility to menopause through easy-to-find product labeling and retail signage.

Are you ready to ignite the retail landscape and be change-makers in establishing a new category?



CHOICE. TRUST. VISIBILITY.

These are the demands of the menopausal consumer.

Our research shows that 96% of those in menopause are choosing not to take Hormone Replacement Therapy (HRT) to support their menopause transition.

This report isn't about whether to take HRT or not. But it clearly shows the need for alternative and complementary products, solutions and services to allow women to manage their signs, their way.

Our research shows that over half (52%) of women are seeking alternative and complementary products and solutions to HRT, and with 48 signs that equals 48 reasons and opportunities to deliver a better lived experience to menopausal women who deserve better, across the following product categories:

- Vitamins & supplements
- Nutrition
- Skincare
- Haircare
- Femcare
- Cosmetics
- Bath & body
- Clothing & apparel
- Bedding
- Electric
- Toiletries
- Medicine & health
- Dental care
- Health & fitness
- Sexual health
- And many more

If 96% of those in menopause are choosing not to take HRT and 52% are seeking alternative and complementary products and solutions, this would suggest that 44% of women are not doing anything to support their menopause transition.

Menopause undeniably has an impact mentally, emotionally and physically. While most menopause signs don't last forever, there can be significant long-term, post-menopause health risks to understand and address⁵. Despite this, 44% of women aren't doing anything to support this transition because they don't have the information they need.

Most women aren't simply looking for menopause-specific products. They're looking for menopause-friendly products that can support their signs. Many of these products already exist, but lack clear labelling, making them hard to find.

It's time to review the products or solutions within your portfolio that can support women better – any product or solution that can support one or more of the 48 signs of menopause. Some examples include:

- Skincare for dry and itchy skin
- Supplements for body function
- Haircare for thinning menopausal hair
- Cooling bedding for night sweats
- Tailored nutrition for menopause

Will you contribute to a better lived experience?

If you're ignited, then we've got the solution...

⁵<https://www.letstalkmenopause.org/>

05. INTRODUCING GENM

“

**Be the legacy maker
of creating a vibrant
and trusted menopause
marketplace and
delivering on the needs
of 1 billion women
globally.**

Heather Jackson
GenM CEO and Co-Founder

Home of the MTick

The menopause partner for brands.

GenM is a powerful collective of over 100 progressive, purpose-driven retailers, brands and manufacturers. With over 1 billion underserved menopausal women worldwide, our vision for a thriving menopause marketplace resonates around the world.

- 75 million menopausal women in the USA
- 6,000 women enter menopause every day, which can last up to 15 years
- Women in the USA are spending more than 30% of their lives in menopause given the average life expectancy of 81

We're united by our global commitment to making menopause more visible, bringing choice and trust to the menopause consumer by creating a global marketplace of credibility.

GenM is transforming how women search, source and shop for menopause-friendly products. Delivered through the game-changing MTick, a credible universal shopping symbol for menopause-friendly products, we're actively improving the lived experience for millions of women.

No one menopause experience is the same, but every woman, trans man or non-binary person will enter this life transition, which can last up to 15 years. With 48 signs of perimenopause, menopause or post-menopause, brands and retailers have 48 opportunities to support these women.

Our business is built on independent, irrefutable research and evidence aimed at addressing the needs of menopausal women. The findings of our first-ever Invisibility Report in 2020 paved the way for GenM and all that we stand for.

Since then, we've invested significantly in new insights every year. These insights not only guide but empower businesses to drive purposeful growth backed by credible data. They serve as a catalyst for brands to rethink menopause and create a new retail category that also fosters much-needed societal change.



This isn't about 'curing' menopause. By pioneering designated space and signage for menopause, we're defining a new and respected category that can thrive with consumer trust and credibility at its heart. We're giving women the ability to better manage their signs through this transition and improving the lived experience of menopause

Heather Jackson
GenM Co-Founder





30%

of a womans life in the USA
is spent in menopause.

75m

menopausal women in the USA.

The MTick



In 2022, supported by GenM’s insights, we teamed up with Boots, the UK’s leading and trusted beauty retailer, to define and pilot the MTick.

Collaborating across different departments, including pharmacy and legal, we established robust criteria for the MTick. Following successful trials on 500 products and in 1,000 Boots stores, we launched the MTick to our entire collective of partners in April 2023.

The MTick is now a global standard for identifying menopause-friendly products. It empowers women everywhere with better signage and more choice, allowing them to search, source and shop for products to support their menopause.

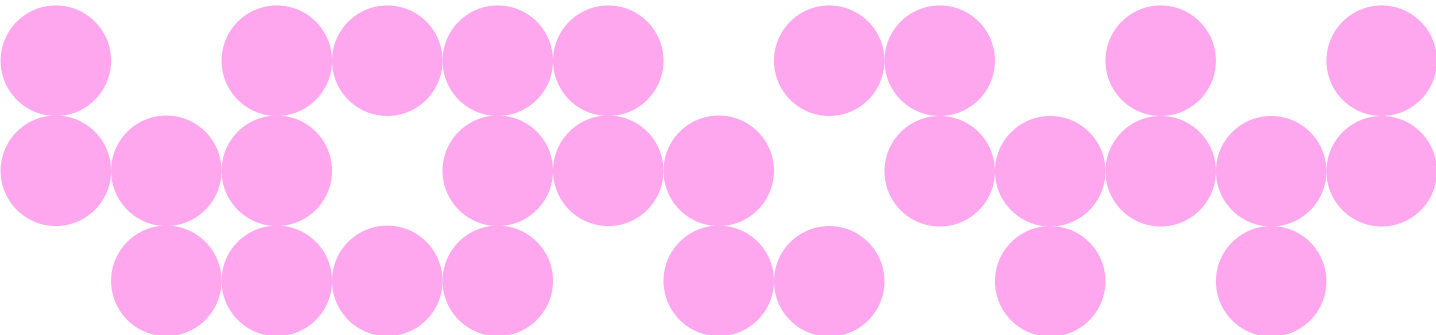
Ultimately, the MTick is transforming the menopause landscape and delivering much-needed societal change for women everywhere.

What do we mean by ‘menopause-friendly’?

The change changes everything. That’s why the MTick symbol refers to any product, across every category, that can help support one or more of the 48 menopause signs.

Every MTick product undergoes a rigorous application process, providing evidence of its efficacy, including how it supports any of the 48 signs.

The MTick can be found on product packaging, in-store and online, making menopause more visible and empowering women with choice to manage their menopause, their way.



The MTick

Why?

The universal shopping symbol for menopause-friendly products

The MTick can be seen across all product categories online and in-store.

Designed to make menopause more visible, and relevant products more easily identifiable – like the Vegan V symbol.

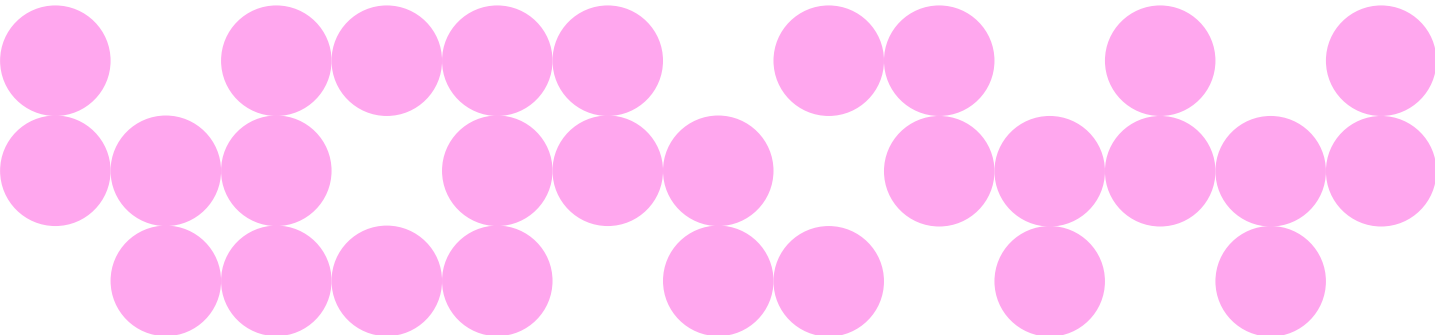
Consumers can’t buy what they can’t see and, until now, menopause products have been hard to find. We’re making menopause-friendly as globally recognisable as the Vegan V.

Gives women the choice to manage their menopause their way.

They are empowered to find products to support one or more of the 48 menopause signs.

A trusted symbol delivering trust to the menopause market.

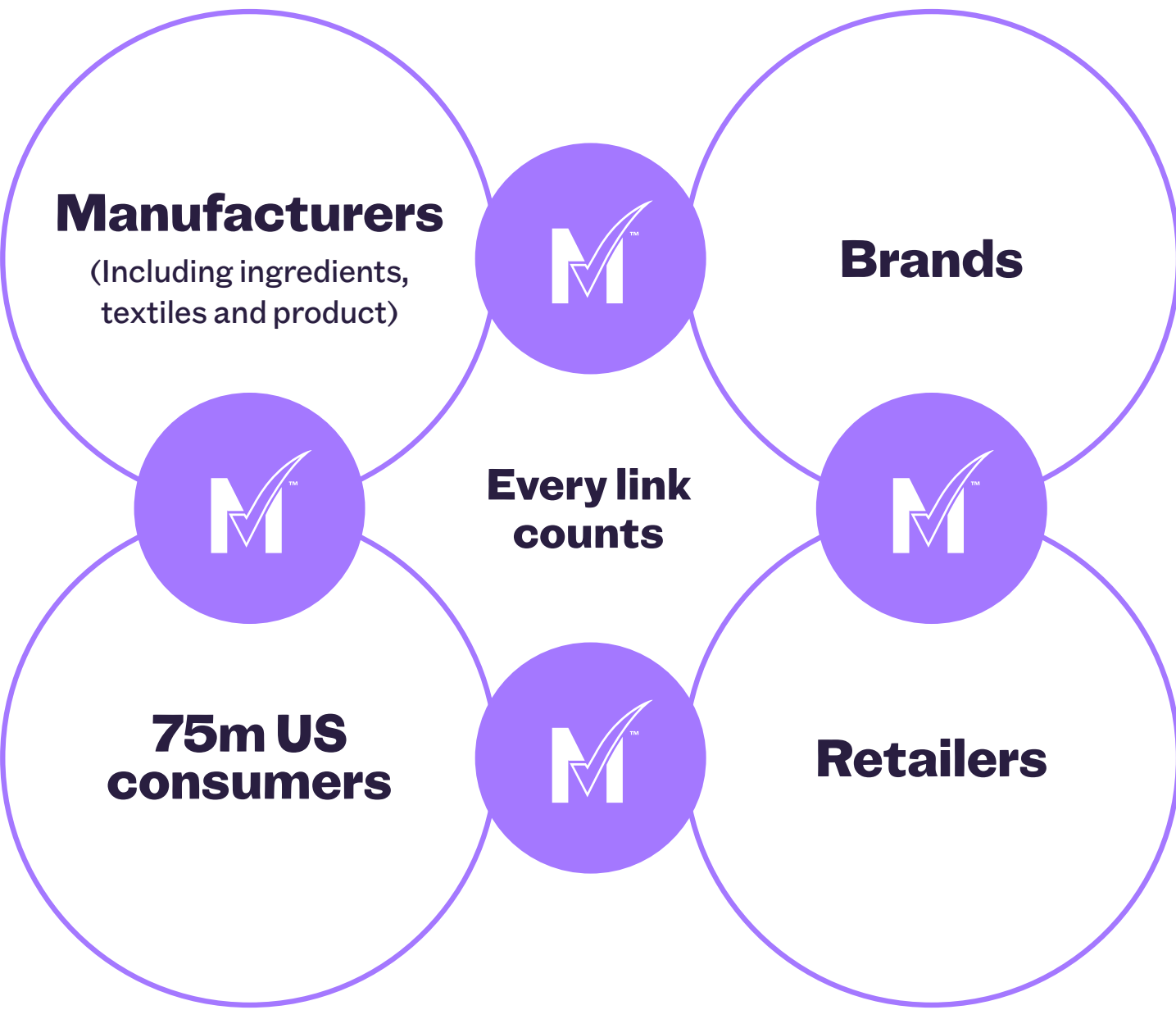
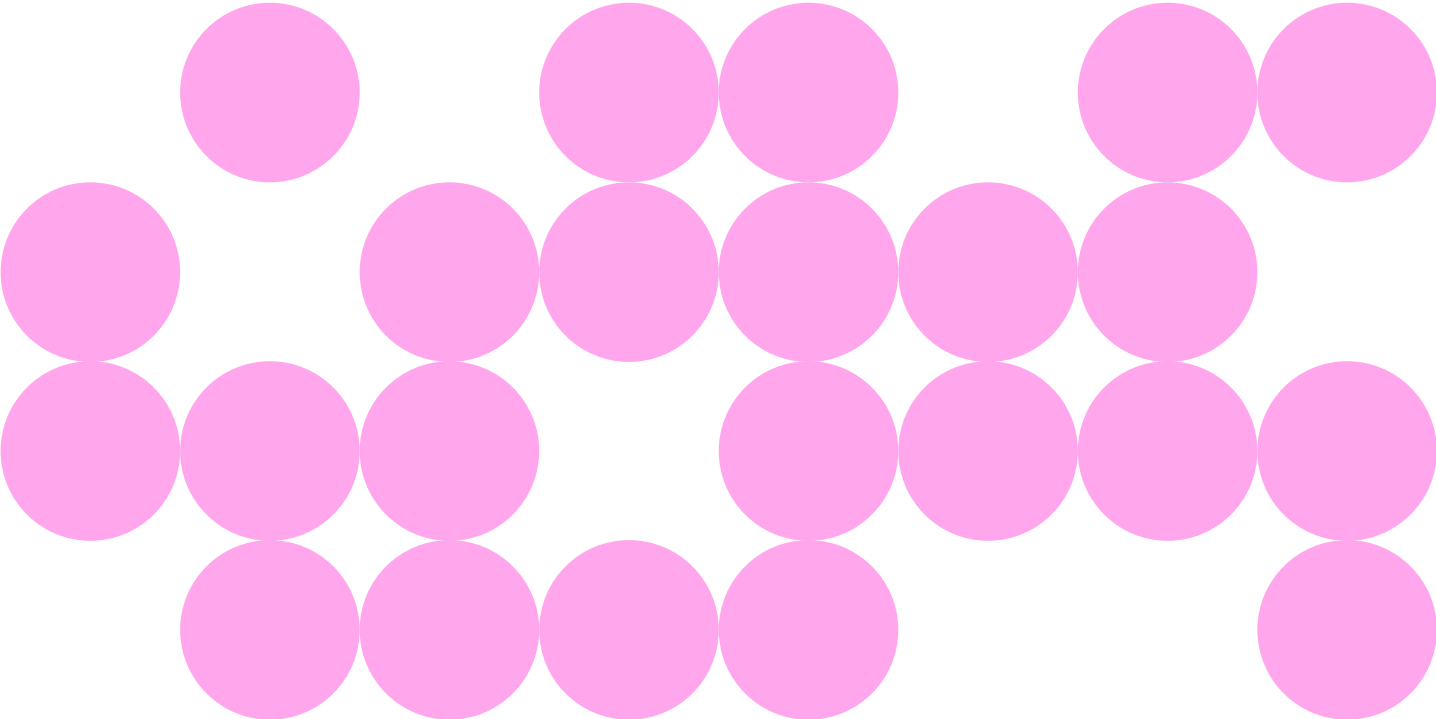
Every brand must provide sufficient evidence that they meet the MTick criteria.



The GenM Collective

No one brand, influencer, medic or celebrity can drive real change to ‘the change’ alone. But together, we can.

That’s why GenM champions the ‘Menochain’ – an ever-growing collective of retailers, brands and manufacturers, where every link counts. With over 100 forward-thinking partners united by the MTick and leveraging the power of brand, we’re pioneering a new retail category for menopause and serving as trusted gatekeepers of this \$600 billion⁷ global marketplace.



⁷<https://www.forbes.com/sites/marijabutkovic/2021/11/01/meet-8-female-founders-disrupting-the-600-billion-menopause-market/>

The GenM Collective

We are proud of GenM’s growing Collective, inclusive of the biggest retailers, brands and manufacturers, each playing a critical role in delivering a trusted and vibrant menopause market.











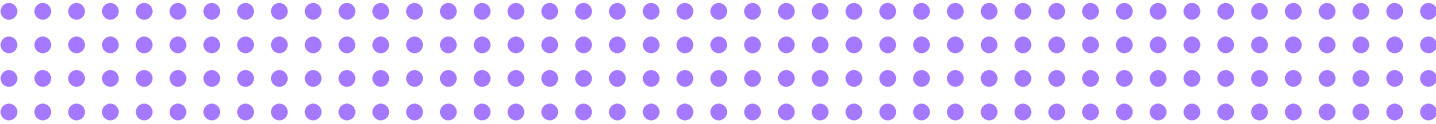












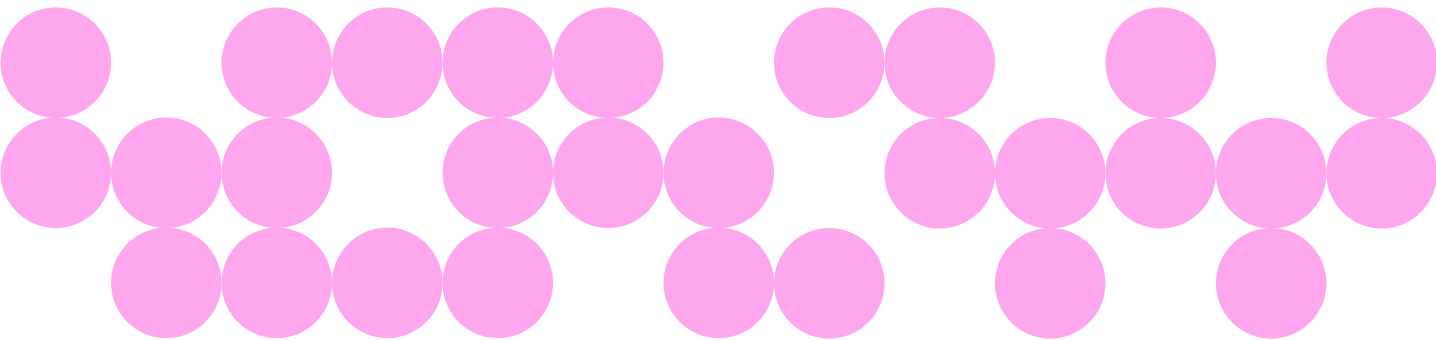
JOIN US.

Are you ready to join this powerful movement?

We have some of the most influential global brands inside the GenM Collective that are committed to our shared vision in the UK. Now, it's time to build on the momentum we've seen in the UK as we continue developing our transformative approach stateside.

Our model launched in the UK with 48 founding partners, each representing one of the 48 signs of menopause. These purposeful, progressive brands ignited the menopause landscape and drove change. We are replicating this model in the USA with similarly committed brands ready to transform the menopause experience.

This is your chance to be part of a major societal change. Seize it with other progressive purposeful brands, retailers and manufacturers ready to empower this audience with the education, solutions and support they demand.



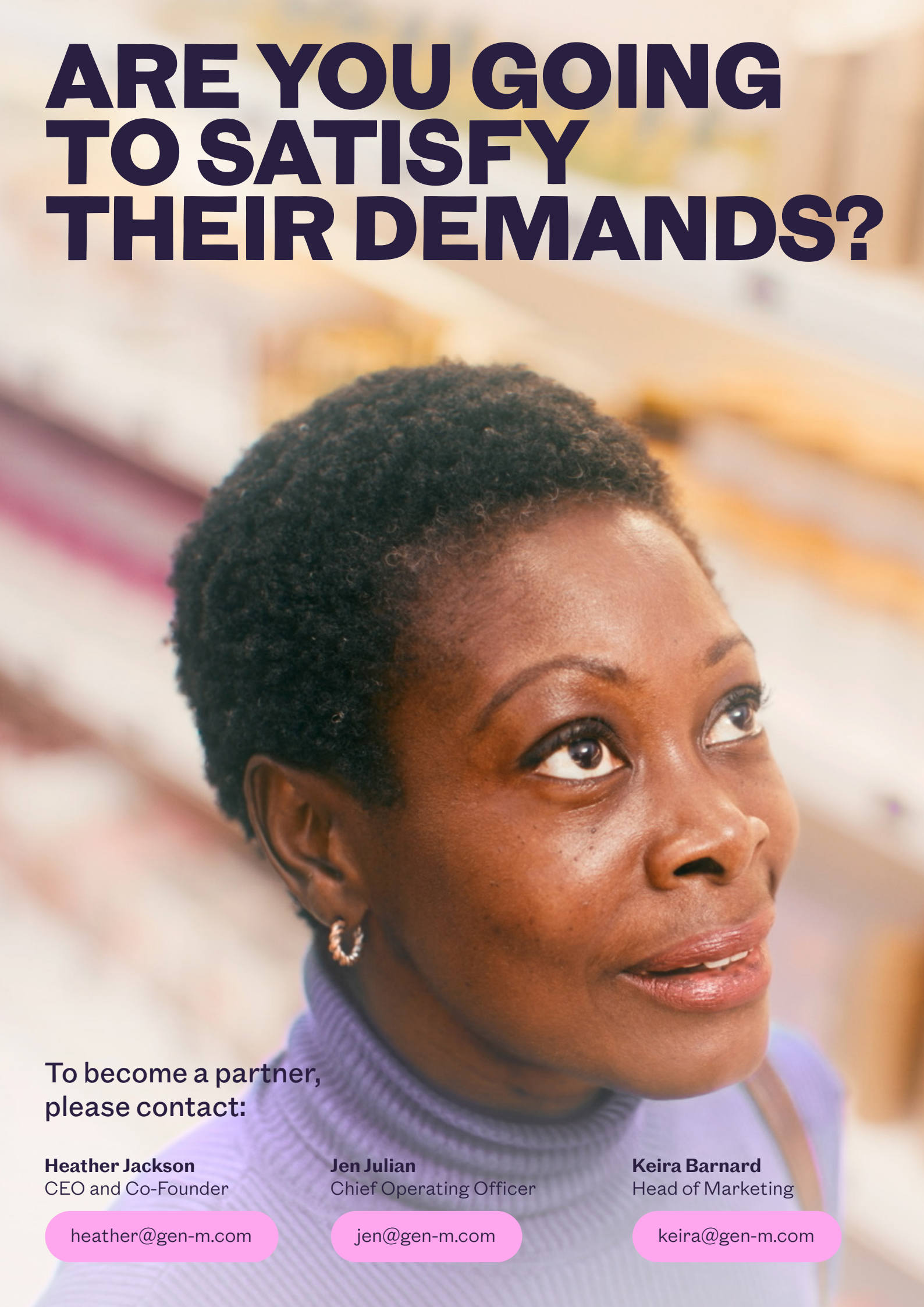
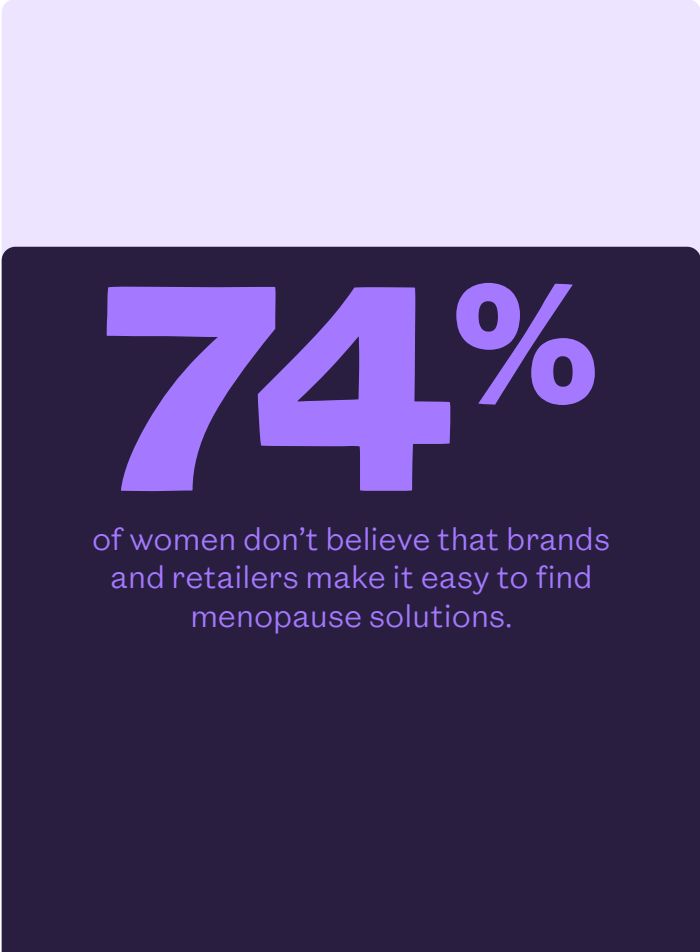
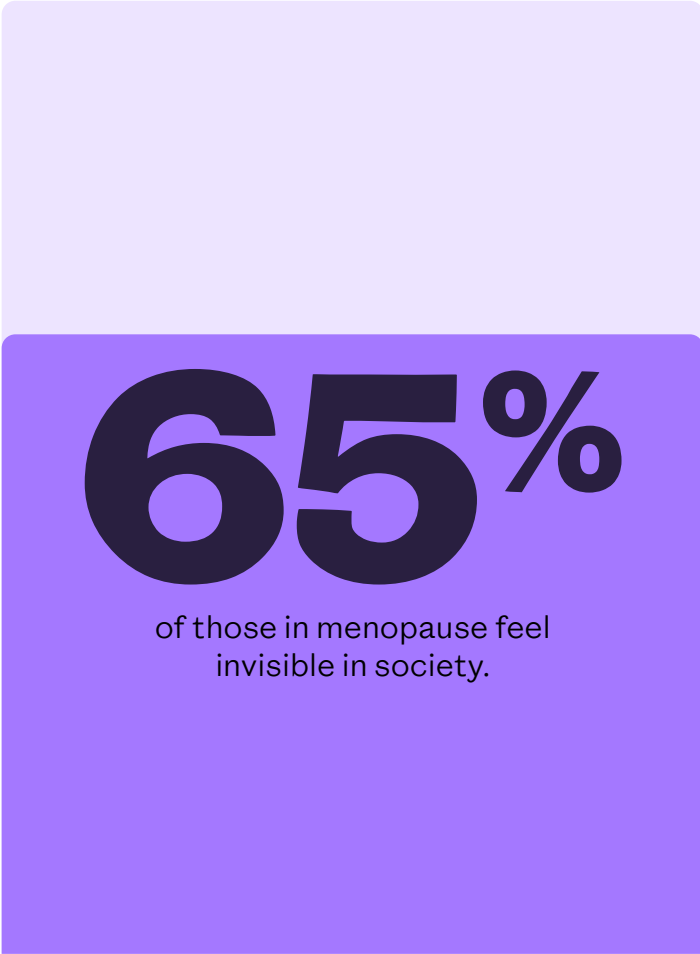
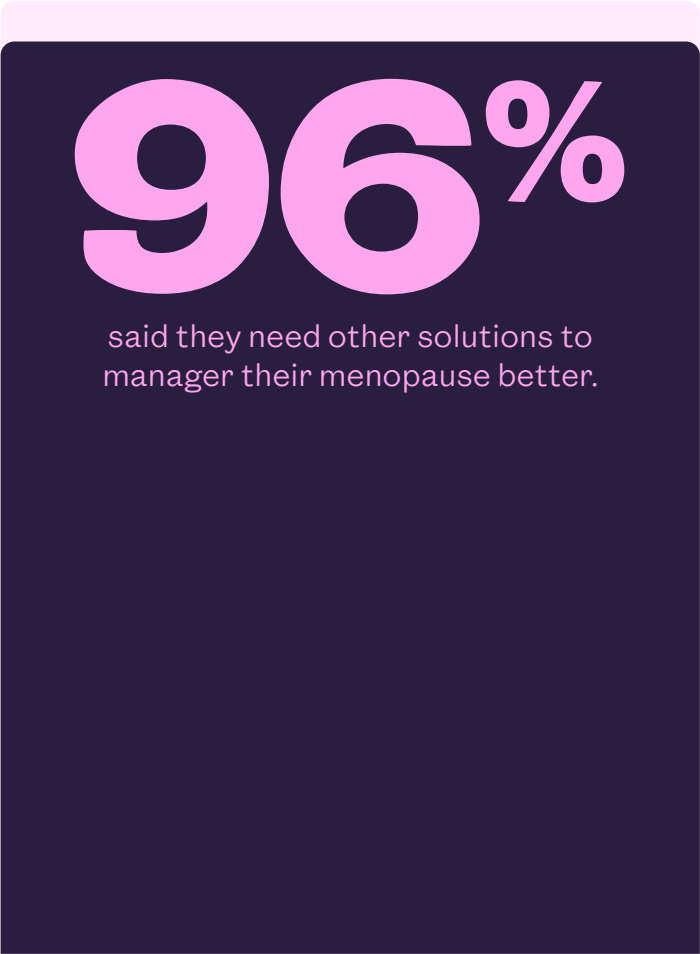
Join us as one of the first 48 founding partners representing the 48 signs of menopause. Lead the drive to deliver real change to 'the change' in the USA and empower consumers with the visibility, choice and trust they demand and deserve through the game-changing MTick: GenM's credible universal shopping symbol for menopause-friendly products, improving the lived experience for millions of women.

This is about more than just the menopause experience and the MTick – it's about changing society and how we perceive menopause:

- The menopause is not about fear; we're pushing for women to thrive
- The menopause is not about limitation, but liberation
- The menopause is not about exploitation, but empowerment
- The menopause is not about control; it's about improving choice
- **The menopause is not about 'menowashing'; it is about 'menopowerment'**

The answer lies in the MTick and your commitment to unite with GenM and other progressive brands, retailers and manufacturers to make menopause better today than yesterday.

CHOICE. TRUST. VISIBILITY.



ARE YOU GOING TO SATISFY THEIR DEMANDS?

To become a partner,
please contact:

Heather Jackson
CEO and Co-Founder

heather@gen-m.com

Jen Julian
Chief Operating Officer

jen@gen-m.com

Keira Barnard
Head of Marketing

keira@gen-m.com



gen-m.com

With thanks to GenM Partner IFF for their sponsorship of the
Invisibility Report USA's research data.

