

## **Menopause - Market Insights, Competitive Landscape and Market Forecast-2027**

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### **Report description:**

Menopause Market By Treatment Type (Hormonal Products, Non-Hormonal Products, And Dietary Supplements), And By Distribution Channel (Hospitals, Retail, And Online Pharmacies) is expected to grow at a steady CAGR (forecast period-2021-2026) owing to increasing female aging population as well as more emphasis on creating awareness regarding menopause treatment

Global menopause market was valued at USD 14.50 billion in 2020, growing at a CAGR of 5.52% during the forecast period from 2021 to 2026 to reach USD 20.00 billion by 2026. The demand for products that help in management of menopause symptoms is witnessing a surge majorly due to the rising female aging population wherein age plays a prominent role in regulating menstrual cycle and the growing awareness regarding menopause among people. Thereby boosting the growth of the menopause market during the forecast period from 2021-2026.

#### **Menopause Market Dynamics:**

The menopause market is witnessing a surge in product demand due to myriad of reasons with one of the key reasons being the rise in female aging population. As per the figures quoted by the World Health Organization (WHO) in their Decade of Healthy Ageing (2020-2030) Report, the people in the age group of 60 years and above will account for a 34% higher share in the total population growing from one billion in 2019 to 1.4 billion in 2030. The same source further mentioned that by 2050, it is estimated that the global population of older people will have doubled to 2.1 billion. The previously-mentioned source further stated that in 2017, women in the age bracket of 60 years and over and 80 years and over accounted for 54% of the global population and 61% respectively. Aging and menopause are a well-established phenomenon wherein the decreased production of estrogen and reduction in the number of ova as well as ovarian aging are all collectively related to the onset of menopause.

Therefore, the increasing aging female population is expected to be a major factor contributing in the increasing cases of menopause across the globe thereby presenting a high demand for menopause-related products that help in symptom management, providing a positive growth outlook for the menopause market during the forecast period (2021-2026). However, side-effects associated with the hormonal therapy and difficulty in diagnosing menopause may be certain growth restricting factors for the menopause market.

Besides the above-mentioned factors, the menopause market witnessed a period of slow growth in revenue generation due to the COVID-19 pandemic. The restrictions implemented with the aim to contain the spread of the COVID-19 pandemic impacted the

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availability of menopause-related products in the market. One of the most prominent effects of the COVID-19 pandemic was the disruption of the product manufacturing and supply chain which resulted in the supply shortage of products across various distribution channels. However, with numerous vaccines gaining approval and the conductance of mass vaccination programs across the globe helped in the faster resumption of activities across various domain including the healthcare industry, thus helping the menopause market gain momentum during the forecast period.

#### Menopause Market Segment Analysis:

Menopause Market by Treatment Type (Hormonal Products, Non-Hormonal Products, and Dietary Supplements), by Distribution Channel (Hospitals, Retail, and Online Pharmacies) and by Geography (North America, Europe, Asia-Pacific, and Rest of the World). In the treatment segment of the menopause market, the dietary supplements category is expected to register a healthy CAGR in terms of market growth in the menopause market during the forecast period. One of the key reasons for the growing popularity of dietary supplements and nutraceuticals is the increasing inclination of women towards natural products and side-effects associated with hormonal therapy. For instance, black cohosh is a product which is quite popularly used in Germany for managing symptoms such as hot flashes and mood swings associated with menopause and has also been approved by the German health authorities (Commission E) for symptomatic management of menopause.

Even though dietary supplements cannot substitute for hormonal therapy, their importance in reducing the severity of symptoms with considerable less adverse effects are making them a preferable choice among menopausal women, thereby providing an opportunity for dietary supplements market to grow during the forecast period.

Asia-Pacific is expected to register fastest growth the overall Menopause Market:

Among all the regions, Asia Pacific is estimated to register fastest growth in terms of CAGR in the menopause market. This trend in regional growth of the market can be ascribed to the fact that the APAC region is expected to be home to the fastest growing aging population majorly women. Furthermore, the scope for creating more awareness among the population regarding menopause would act as a key factor for product manufacturers to generate more revenue from the region in coming years.

For instance, as per the facts provided by the United Nations Fund for Population Activities (2021), it has been estimated that by 2050, the older population in the APAC region would reach to 1.3 billion, out of which 53% of the total population share would be accounted for by the females. Moreover, being the most densely populated region in the world, APAC is expected to be home to the fastest growing menopausal population base in the coming years. Therefore, the future aspect for revenue generation for the product manufacturers operating in the menopause treatment domain looks positive due to the increased in menopausal population in the region in coming years.

Moreover, increasing effort on government and private organization levels to sensitize population regarding menopause are also coming to fruition in terms of reducing stigma related to the condition. For instance, in India, one of the states, Tamil Nadu announced in January 2022 to provide all women workers in the state menopause leave for one year, which is currently in the draft stage. In another such example, in June 2021, the Japanese Ministry of Economy, Trade, and Industry announced a tie up with 20 femtech companies for USD 1.4 million for developing products and services to help women cope with issues such as pregnancy and menopause among others.

Thus, the synergistic effect of different influencing factors are expected to drive the product demand in the APAC region, thereby presenting a hopeful growth outlook for the APAC menopause market in coming years.

#### Menopause Market Key Players:

Some of the key market players operating in the menopause market includes ISIDEN, Novapharm, Arkopharma, Pileje, Thermamex, ELERTE Laboratories, Serelys Pharma, Besins Healthcare, Bayer, ITALFARMACO S.p.A, Pfizer Inc, Mylan NV, Teva Pharmaceuticals, TherapeuticsMD, Inc, Novo Nordisk, Novartis, Millicent Pharma, PADAGIS LLC, Vertical Pharmaceuticals LLC, Amgen and others.

#### Recent Developmental Activities in Menopause Market:

- In September 2021, Theramex received the regulatory approval for Bijuva / Bijuve (1mg estradiol / 100mg progesterone) across Europe and the UK. It is the first, and only, body-identical hormone therapy treatment (HRT) for estrogen deficiency symptoms in post-menopausal women with intact uterus and to be administered orally.

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- In April 2019, Amgen and UCB (Euronext Brussels: UCB) received the regulatory approval from the U.S. Food and Drug Administration (FDA) for EVENITY (romosozumab-aqqg) which is intended for the treatment of osteoporosis in postmenopausal women at high risk for fracture.

#### Key Takeaways from the Menopause Market Report Study

- ? Market size analysis for current menopause market size (2020), and market forecast for 5 years (2021-2026)
- ? The effect of the COVID-19 pandemic on this market is significant. To capture and analyze suitable indicators, our experts are closely watching the menopause market.
- ? Top key product/services/technology developments, merger, acquisition, partnership, joint venture happened for last 3 years
- ? Key companies dominating the global menopause market.
- ? Various opportunities available for the other competitors in the menopause market space.
- ? What are the top performing segments in 2020? How these segments will perform in 2026.
- ? Which is the top-performing regions and countries in the current menopause market scenario?
- ? Which are the regions and countries where companies should have concentrated on opportunities for menopause market growth in the coming future?

#### Target Audience who can be benefited from this Menopause Market Report Study

- ? Menopause products providers
- ? Research organizations and consulting companies
- ? Menopause-related organizations, associations, forums, and other alliances
- ? Government and corporate offices
- ? Start-up companies, venture capitalists, and private equity firms
- ? Distributors and Traders dealing in menopause
- ? Various End-users who want to know more about the menopause market and latest technological developments in the menopause market.

#### Frequently Asked Questions for Menopause Market:

##### 1. What are suggestive treatments for menopause?

Menopause is essentially an-age-related indication which occurs due to reduced levels of estrogen and ovarian aging. The mainstay treatment for menopause is hormonal therapy and other products such as non-hormonal products as well as dietary supplements are also used in managing menopause.

##### 2. What is the market for Global Menopause?

Global menopause market was valued at USD 14.50 billion in 2020, growing at a CAGR of 5.52% during the forecast period from 2021 to 2026 to reach USD 20.00 billion by 2026.

##### 3. What are the drivers for Global Menopause Market?

The demand for products that help in management of menopause symptoms is witnessing a surge majorly due to the rising female aging population wherein age plays a prominent role in regulating menstrual cycle and the growing awareness regarding menopause among people. Thereby boosting the growth of the menopause market during the forecast period from 2021-2026.

##### 4. Who are the key players operating in Global Menopause Market?

Some of the key market players operating in the menopause market includes ISIDEN, Novapharm, Arkopharma, Pileje, Thermamex, ELERTE Laboratories, Serelys Pharma, Besins Healthcare, Bayer, ITALFARMACO S.p.A, Pfizer Inc, Mylan NV, Teva Pharmaceuticals, TherapeuticsMD, Inc , Novo Nordisk, Novartis, Millicent Pharma, PADAGIS LLC, Vertical Pharmaceuticals LLC, Amgen and others.

##### 5. Which region would report the fastest growth in the Menopause market?

Among all the regions, Asia-Pacific is estimated to account for the fastest CAGR growth in the menopause market. This trend in regional growth of the market can be ascribed to the fact that the APAC region is expected to be home to the fastest growing aging population majorly women Furthermore, the scope for creating more awareness among the population regarding

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menopause would act as a key factor for product manufacturers to generate more revenue from the region in coming years.

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