

Sideline THE MENOPAUSE COULD COST YOUR BUSINESS

About THE OPPORTUNITY REPORT

Exclusive to GenM Partners, our first-ever opportunity report explored why the menopause is a significant opportunity for business, and how to make it more of a priority.

Across the year, partners receive three insightful reports to help them fulfil their menopause commitment, and make the greatest impact in the workplace and in society.

THE PROBLEM

Most women experience the menopause between the ages 45-55. ¹

87%



feel overlooked by brands and society. ²

97%



believe brands should work harder to serve the menopause. ³

91%



have never seen specific advertising or marketing for menopause products. ⁴

1/4



have quit their jobs because of the menopause. ⁵

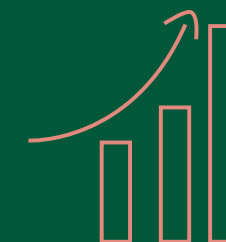
THE COMMERCIAL OPPORTUNITY



Women over 50 are **super consumers** with **trillions** in spending power. ⁶



They **control 95%** of household purchasing decisions. ⁷



They're the **fastest growing** workforce demographic. ⁸



Most will enter the menopause **during their working lives.** ⁹

THE BARRIERS TO PROGRESS



GenM spoke to 405 employees from B2B and B2C companies that target midlife women. **We found:**

- ➔ Only 26% believe midlife women are authentically portrayed in marketing and advertising.
- ➔ Almost 50% of menopausal/post menopausal employees are reluctant to raise the subject at work for fear of being marginalised, discriminated against, or negatively perceived.
- ➔ Just 32% can see the commercial value in understanding more about the menopause.
- ➔ The menopause is more likely to be viewed as a welfare or HR issue, rather than a commercial responsibility. This needs to change.

Sources

1, 2, 3, 4 The Invisibility Report | 5 Benenden | 6, 7 Forbes | 8, 9 CIPD

The Opportunity IS CLEAR

READ ALL ABOUT IT IN OUR LATEST OPPORTUNITY REPORT:



Discover why the menopause fails to form part of business strategy, and why sidelining it could cost your company.

Understand the barriers blocking this commercial opportunity, and how to overcome them authentically.

Learn whether employees are aware of the needs of the menopause consumer, client or colleague, and how to galvanise your team.

NOW IS THE TIME
to seize it.

GenM Founding Partners are making the menopause a business priority:

ONLINE MENOPAUSE HUB

Effective signposting to menopause-friendly products, empowering consumers to feel in control of their symptoms.

[Visit site](#) ➔



FREE MENOPAUSE SUPPORT GUIDE

Breaking workplace taboo by helping managers understand how the menopause can impact colleagues, and the support they can offer.

[Download now](#) ➔



'LET'S TALK MENOPAUSE' INTERNAL CAMPAIGN

Normalising the conversation around menopause, raising awareness and providing greater education and support for Royal Mail employees.

[Learn more](#) ➔



MENOPAUSE SPA PACKAGE & INTERNAL TRAINING

Including menopause-friendly treatments, menus and sleep kits, offering much-needed relief, comfort, and care for guests with menopause symptoms.



What will **YOUR BUSINESS DO?**

Become a GenM Partner and join over fifty forward-thinking brands leading the change for the menopause.

Gain exclusive membership access to world-first reports three times a year, packed with essential insights to seize this commercial opportunity.

