



## *Women and the Health & Wellness Category: Too Much From Too Many?*

It's no surprise that women age 25-54 are highly engaged in the health category. They seek health information and health solutions from multiple sources not only for themselves, but also on behalf of many other people in their lives. And they see themselves as key influencers in the lives of those around them. Further, healthy living is a trend that shows no—as in zero—signs of abatement. So it is understandable that marketers of all walks want to get involved and have a presence. And that is often exactly the problem!

10.26.09

## Women and the Health & Wellness Category: Too Much From Too Many?

When it comes to the health and wellness category, women age 25-54 are a hot commodity. They are highly engaged influencers on the prowl for health information and solutions for themselves and for many others in their lives. So it is understandable that marketers of all kinds are vying for their attention and wallet. But what women don't need is another parity participant in an already crowded category.

### What the Data Say:



- Yes, they are an attractive target: Women 25-54 are gatekeepers of health information and health-related products. And they report having a great deal of influence on the health choices of those around them.
- They seek out many sources of information and they have an overall sense of confidence in their ability to find information in general, but this confidence takes a hit when it comes specifically to health-related information.



### What it Means in the Marketplace:

- While there is always a pull towards trying to solve consumers' problems, yet another voice in an already crowded room is not what women need in the health category. They will grow increasingly frustrated if the marketplace simply keeps adding more and more players without offering better, faster, more reliable ways to evaluate the relative worth of products and/or information.

### Monetizing the Insight:



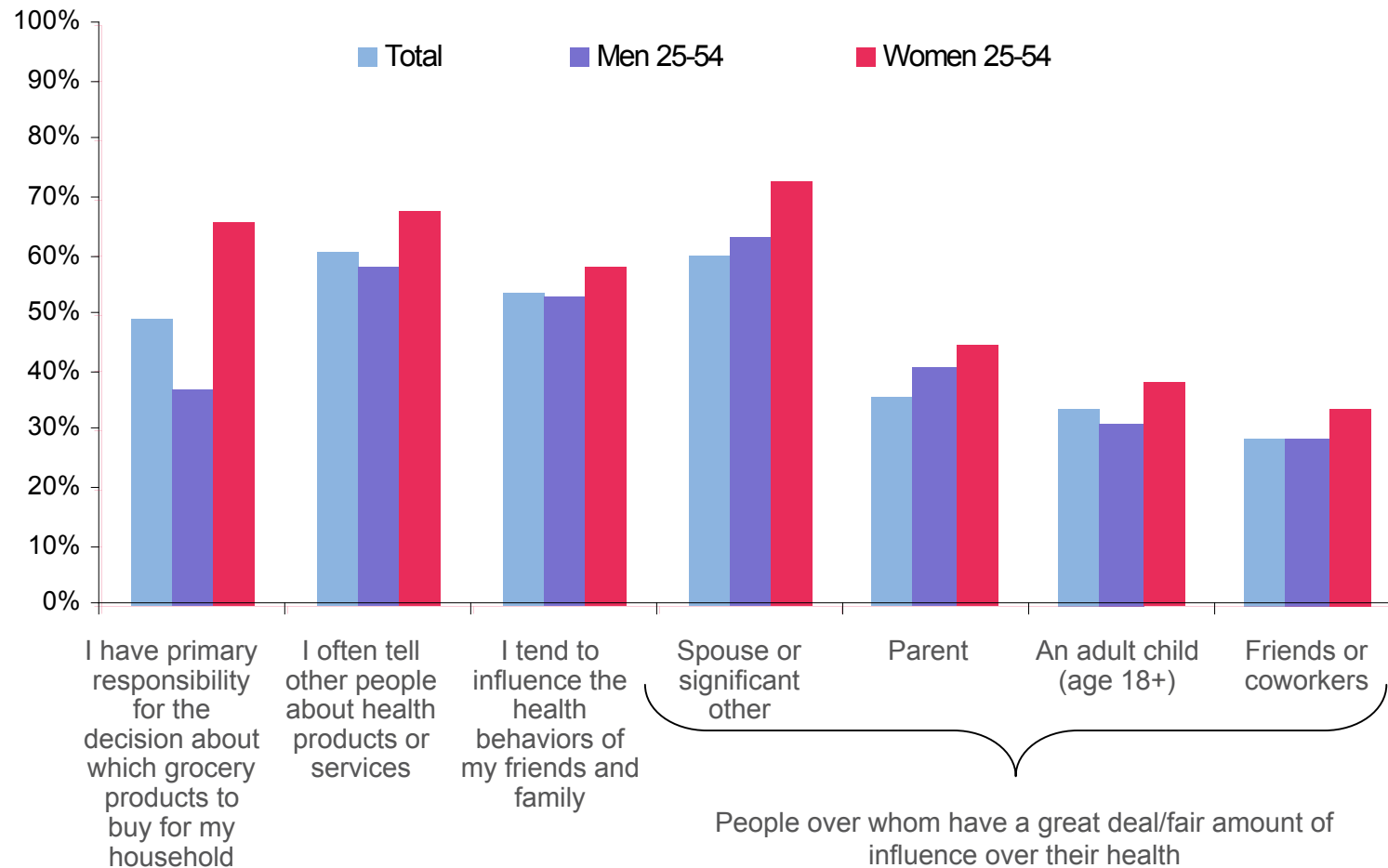
- Take a step back and see yourself from women's point of view. Seek to answer these kinds of questions: What roles are you best suited for, given perceptions of your brand? Should you "host" the conversation as a facilitator, be an active participant, or opt out of the conversation all together?
- If are you convinced you can play an authentic, unique and value-added role, look for under-addressed issues among under-served subgroups of women.

### Want Some Help?



- Call us to leverage our MONITOR and 2009 Health & Wellness studies to reveal insights and ideas that can help you determine the best role for your brand(s) when it comes exploring, creating or rethinking partnerships with subgroups of women in the health category.

# Women 25-54 are Often Influencers and Gatekeepers of Health-related Products and Information



As a MONITOR Minute subscriber, you have our permission to repurpose the intellectual property contained in this slide within your organization. However, we request that you properly cite all information used with the following: ©2009 The Futures Company, Yankelovich MONITOR Minute, October 26, 2009

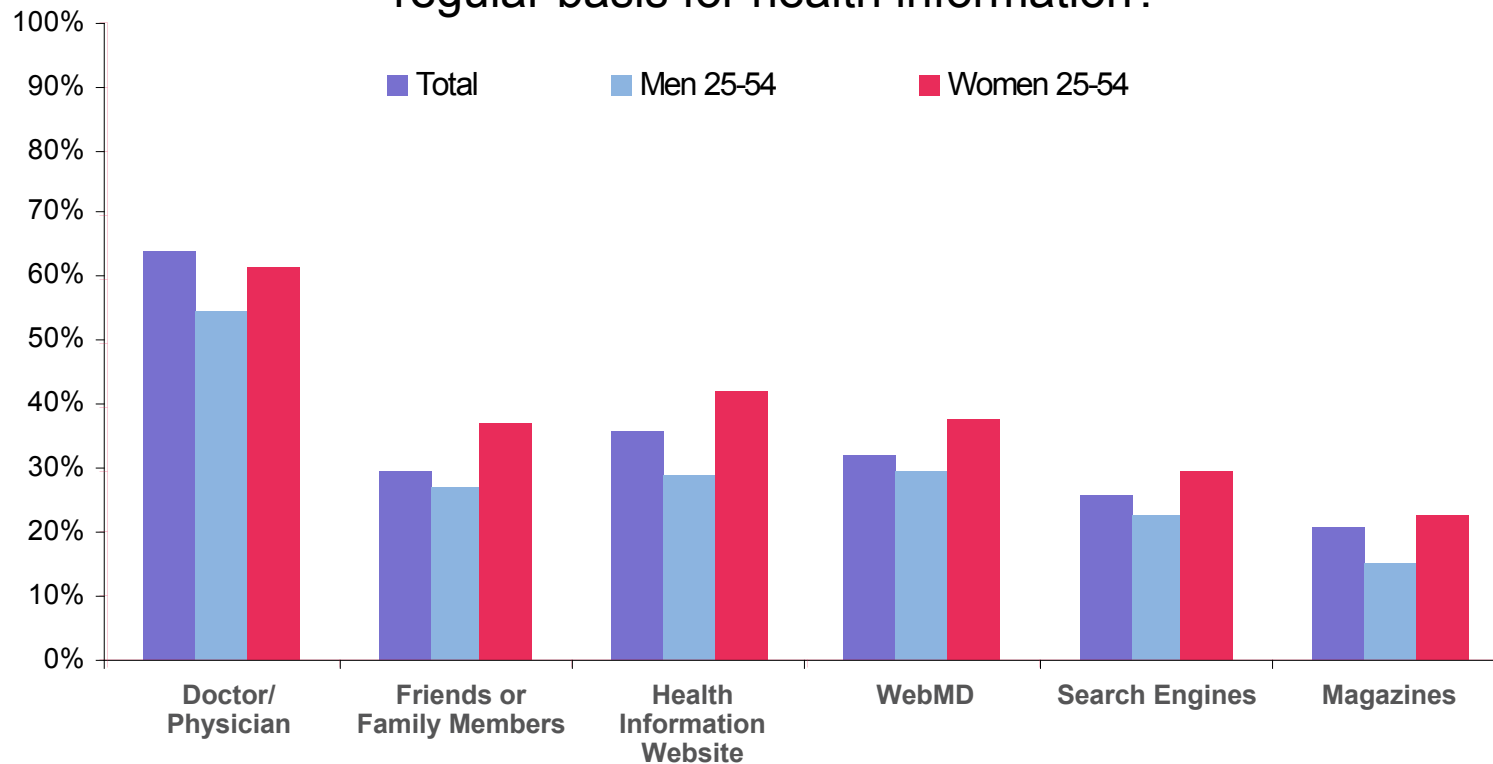
the coming together of  
Henley Centre HeadlightVision  
and Yankelovich

the  
futures  
company 3

## And They are Avid Information Seekers

- Clearly, doctors are the primary source of health information, but women age 25-54 are far more likely than others to seek out multiple health information sources

Which of the following sources do you use on a regular basis for health information?



Source: 2009 Health & Wellness Study

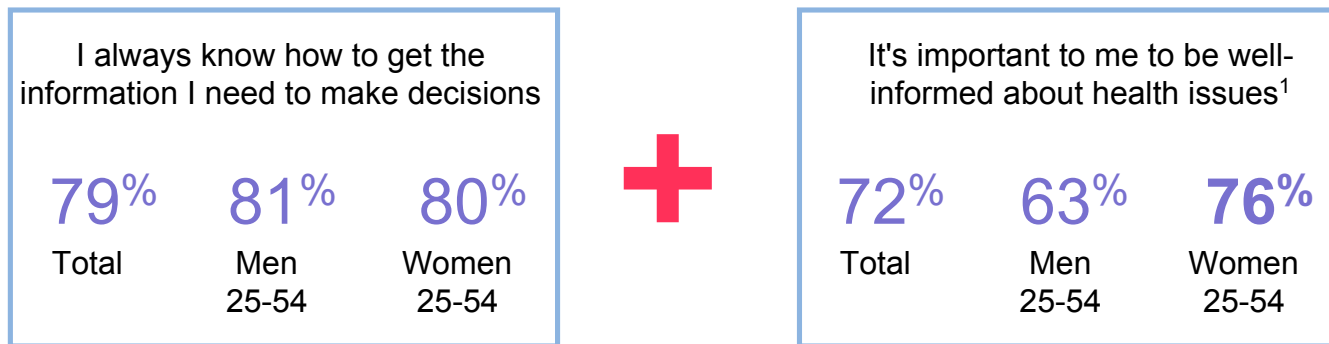
As a MONITOR Minute subscriber, you have our permission to repurpose the intellectual property contained in this slide within your organization. However, we request that you properly cite all information used with the following: ©2009 The Futures Company, Yankelovich MONITOR Minute, October 26, 2009

the coming together of  
Henley Centre HeadlightVision  
and Yankelovich

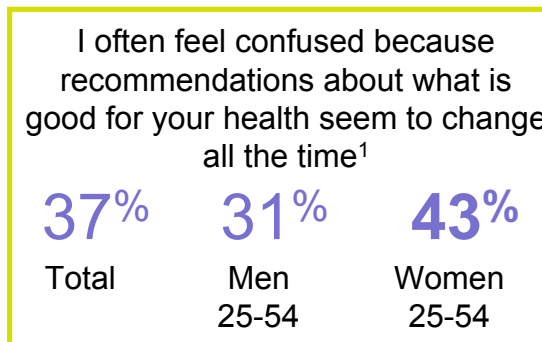
the  
futures  
company 4

# Confusion over Health is a Hard Pill to Swallow

- In a general sense, women age 25-54 (like other consumers) feel confident in their ability to get the information they need to make decisions
- They bring this sense of confidence, along with a greater interest in health issues, to the marketplace—where they often experience confusion and frustration in the health & wellness category



**Makes this**



**even worse.**

<sup>1</sup> 2009 Health & Wellness Study