

AUGUST 2026

the **INSIGHT** *line*

Women's Health: The Revolution.

Moving beyond stigma and
generalisation to empowerment
and agency

02

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Foreword

Women's Health is at a turning point. Once overlooked and narrowly defined, it is now emerging as one of the most dynamic and culturally relevant areas in healthcare.

Often delayed, dismissed and designed around male defaults, Women's Health today is shifting towards something more powerful.

Women are building greater agency over their health and the systems that have historically underserved them.

It's driven by three forces:

1. Urgency to close longstanding care gaps.
2. Rapid advances in FemTech, diagnostics and AI.
3. Growing refusal from women to be minimised and overlooked.

This issue of **The Insight Line** explores the biggest shifts **redefining Women's Health**, and the role brands play within them – who are not just participants, but advocates and enablers of progress. This edition explores what's changing, why it matters and how brands can be reshaped to be relevant for what comes next.



Portia Marie Heley
Associate Strategy Director

*Women account for
over half
of the global population;
they are essential to
economic growth and
societal wellbeing,
yet their health still
lags behind men's.*

*However, change is on
its way!*

Source: World Economic Forum, The State of Women's Health in
Numbers, 2026
Relevant Market: Global

Prior to 1993, women were typically excluded from clinical trials

It is only in 1993 that the U.S. National Institute's of Health (NIH) Revitalisation Act first mandated the inclusion of women in federally funded clinical trials - an astonishingly late milestone considering the implications.

Source: National Institutes of Health
Relevant Market: USA



5 Key Shifts

1. Margins **to** Mainstream

From invisible issue to system-level priority

2. Fertility **to** Full Lifecycle

From reproductive moments to lifelong partnership

3. Taboo **to** Talked About

From whispered discomfort to open conversation

4. 'One-size-fits-all' **to** Hyper-personalised

From tracking to prediction, action and prevention

5. Passive **to** Powerful

From silent patient to protagonist reclaiming control



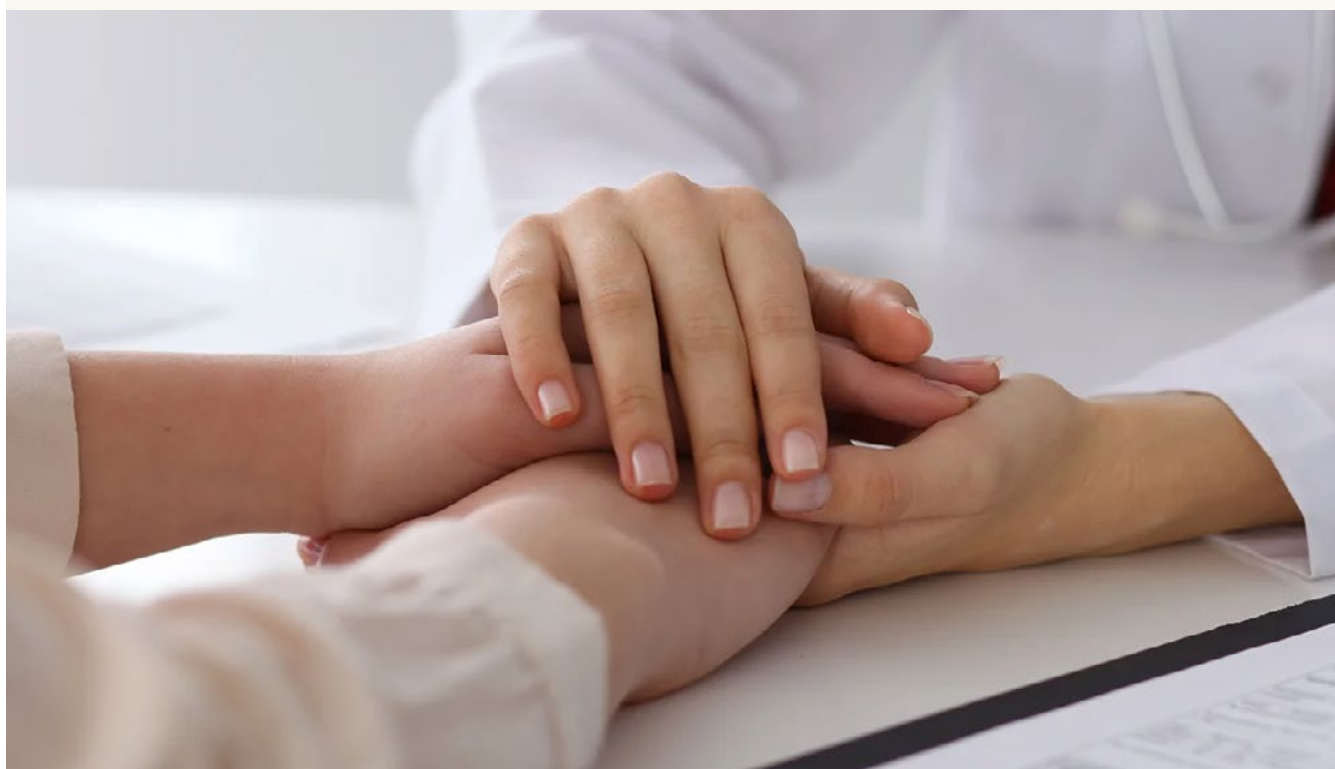
1. Margins to Mainstream

From invisible issue to system-level priority

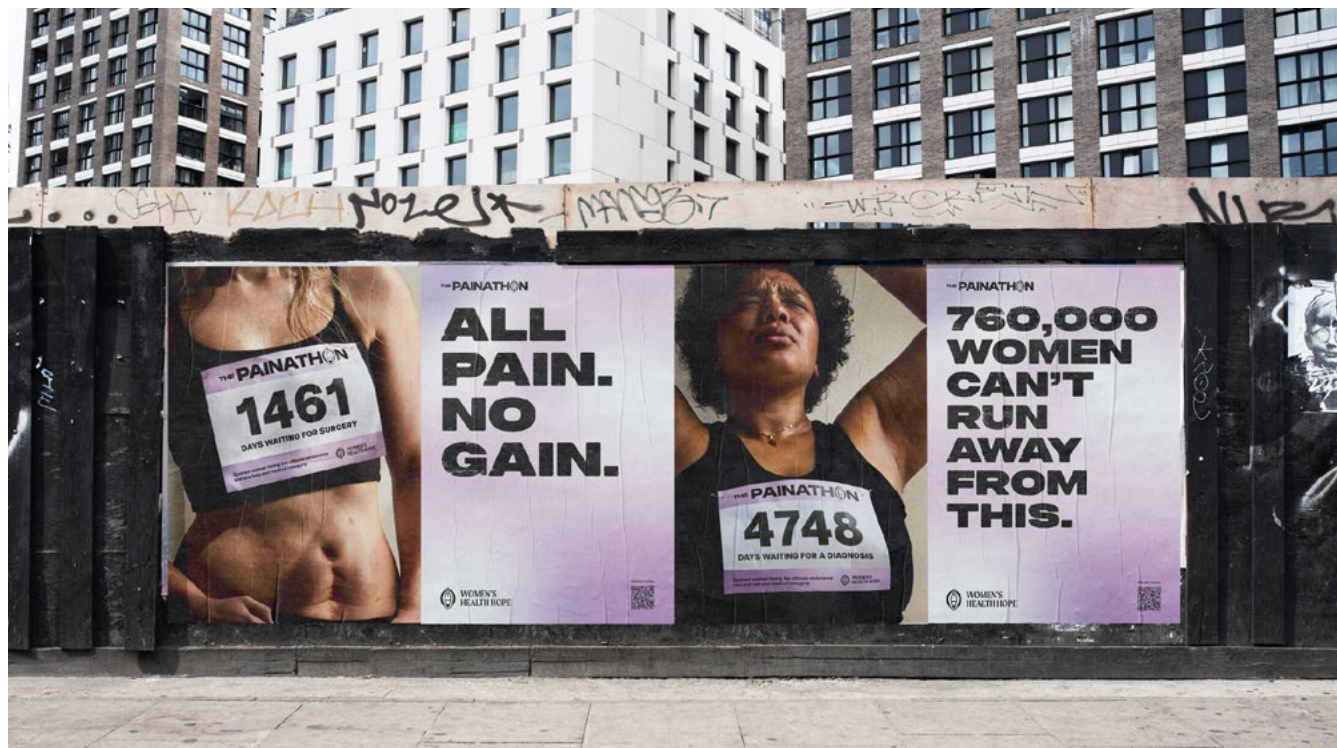
Women's healthcare is moving from the margins of policy and investment into the mainstream. In the UK, the renewed Women's Health Strategy (2026) signals a long-term commitment to tackle systemic inequalities, from reducing wait times to embedding menopause questions into NHS health checks.

Globally, investors are increasingly backing Women's Health innovation. In Singapore, FemTech startup Blood, which develops menstrual products for women with skin allergies, raised over \$1.5m, with its founders arguing that "investing in Women's Health is not niche - it's half the population."

Issues once normalised (unregulated products, dismissed pain etc) are being reframed as matters of urgent healthcare regulation and brand accountability. It is no longer a niche issue, but a growing focus for innovation and investment.



Source: Canvas8, Singaporean startup raises millions to improve Women's Health (3 Nov 2025)



Women's Health Hope - 'Painathon' 2025

Launched to coincide with the London marathon, the campaign drew a comparison between the 26.2 mile endurance race with the wait times faced by women seeking gynaecological care through the NHS. Reframing wait time as a test of endurance, they made the issue visceral and emotionally resonant to capture and drive conversation.

*As we entered 2026,
almost three-quarters of a
million women remained waiting
for gynaecology care.*

Source: The Royal College of Obstetricians and Gynaecologists (RCOG), 2026
Relevant Market: UK

THE PAINATHON

**760,000
WOMEN
CAN'T
RUN
AWAY
FROM
THIS**



THE PAINATHON

**BLOOD,
SWEAT
AND
YEARS.**



**CANDLES
ARE MORE
REGULATED
THAN
TAMPONS**

TOTM Tampons - 2026

TOTM's recent campaign shines a spotlight on the lack of adequate regulation in period care, calling attention to the millions of potentially unsafe tampons still available on the market. Their message is clear: period care should meet significantly higher safety standards.

*Women's Health receives only 6%
of private healthcare capital,
and companies focused exclusively on
Women's Health capture less than 1%.*

Source: Boston Consulting Group, Women's Health Investment Outlook Insight Report, 2026
Relevant Market: Global

Key implication for brands.

With Women's Health now a mainstream accountability issue, brands will need to demonstrate how they are helping to close gaps, raise standards and drive measurable change. Claiming to care won't be enough.

2. *Fertility to Full Lifecycle*

From reproductive moments to lifelong partnership

Historically, Women's Health has been defined through the lens of fertility and reproduction, leaving many other health needs unsupported.

Today, a broader lifecycle approach is emerging, recognising women's needs across every life stage from puberty through to menopause into healthy ageing, reflecting a deeper understanding of how hormonal changes and gender-specific biology intersect with long-term health.

The shift is particularly visible in midlife, with growing awareness of perimenopause as a complex health transition requiring specialist support spanning physical, mental and emotional wellbeing. In short, Women's Health is finally being viewed holistically.





Priceline Australia - ‘Anything Menopause’ 2025

With 59% of Australians unaware of where to source menopause information, pharmacy chain Priceline trained more than 3,000 pharmacists and store assistants to give menopause advice, recommend products and monitor heart and hormone levels during perimenopause – showing how brands and even retailers are reframing themselves as trusted care partners for all life stages.

Source: Canvas8, Priceline creates inclusive menopause campaign for Aussies (19 Nov 2025)



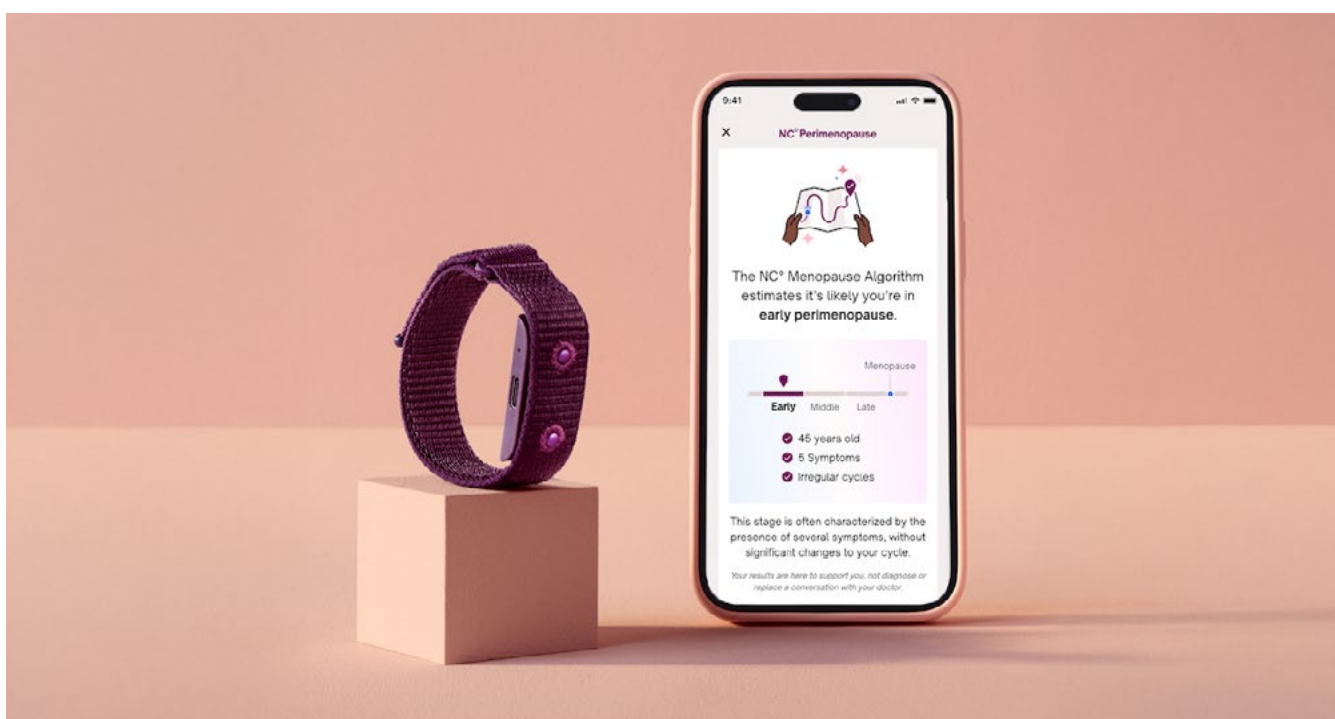
*Almost
1.2 million
Aussie women say
they know more
about changing
a tyre than
menopause.*

Source: Priceline Pharmacy
(www.pricelinepharmacy.au/anything-menopause)
Relevant Market: Australia



Natural Cycles - NC° Perimenopause Tracking 2025

In late 2025, Natural Cycles, best known as a fertility and period-tracking app, expanded its offering to include a feature designed to help users track and better understand the hormonal fluctuations leading up to menopause - a clear evolution from fertility-focused support to supporting women through the broader span of their journey.



Key implication for brands.

Women's Health is no longer a category of single moments; it is a lifetime relationship. Brands that design across more life stages will deepen and lengthen their customer relationships. The biggest prize will be being trusted enough to move with her, not just sell to her.

3. *Taboo to Talked About*

From whispered discomfort to open conversation

Topics and conversations once considered taboo – from sexual wellness to mental health – are being increasingly brought into mainstream culture with honesty and visibility. Coded language and euphemisms are giving way to directness, redefining how Women's Health is perceived: not as something private or shameful, but as something normalised and worthy of attention.

Once relegated to the back shelf, libido supplements, intimacy gummies, patches and pleasure products are now sold in mainstream retailers and championed by both clinicians and influencers, such as HANX's clinician-led libido range and Kourtney Kardashian's Lemme Play Intimacy gummy.

This visibility is only the first step; the next is moving beyond breaking taboos and helping women better understand and take action.





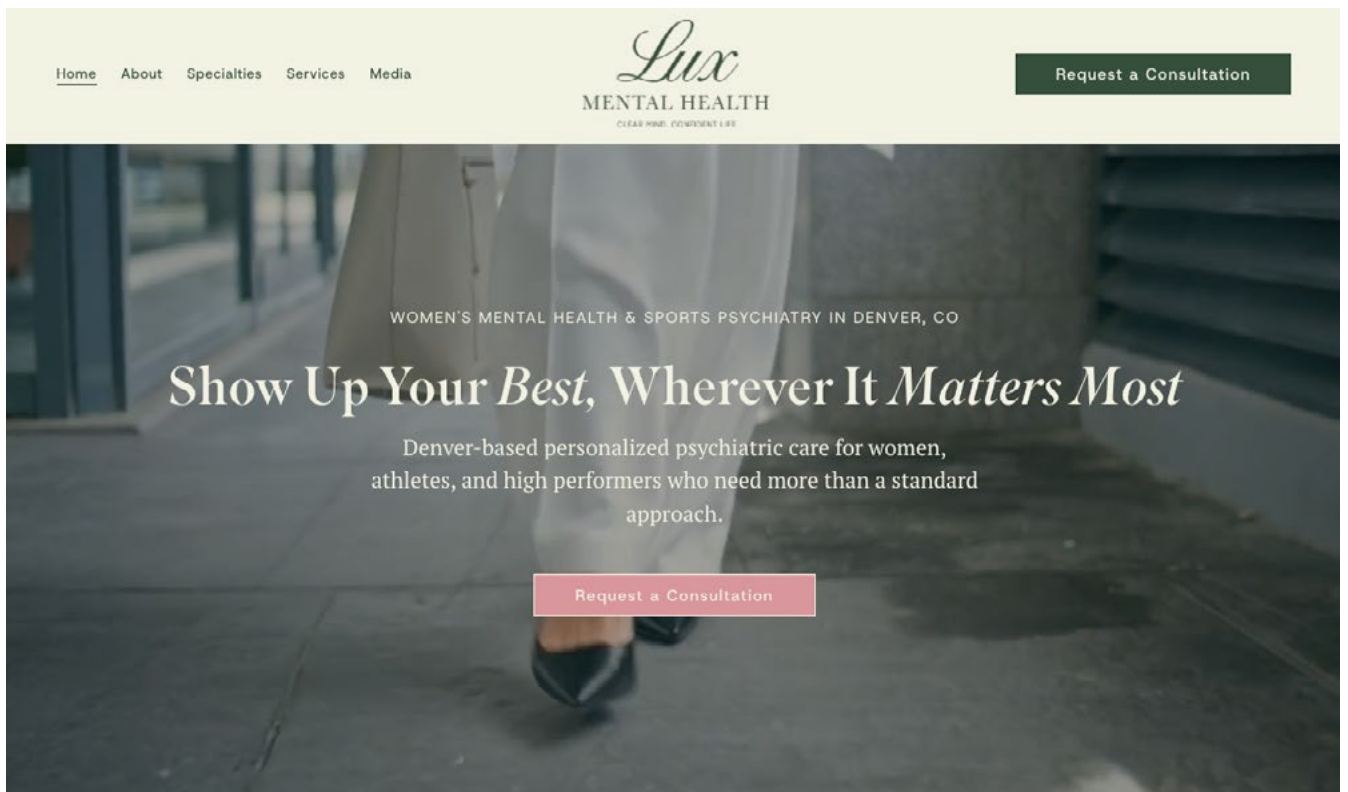
HANX – Sexual Wellness on the Shelf 2025/6

Co-founded by Dr Sarah Welsh, HANX has launched its libido supplements alongside its condoms and lubricants. The brand openly discusses menopause, hormonal shifts and post-partum changes.

As Welsh puts it: “We couldn’t have launched with a libido supplement eight years ago; the societal mindset wasn’t there. Now, sexual wellness is very desirable and far more enthusiastic from high street retailers.”

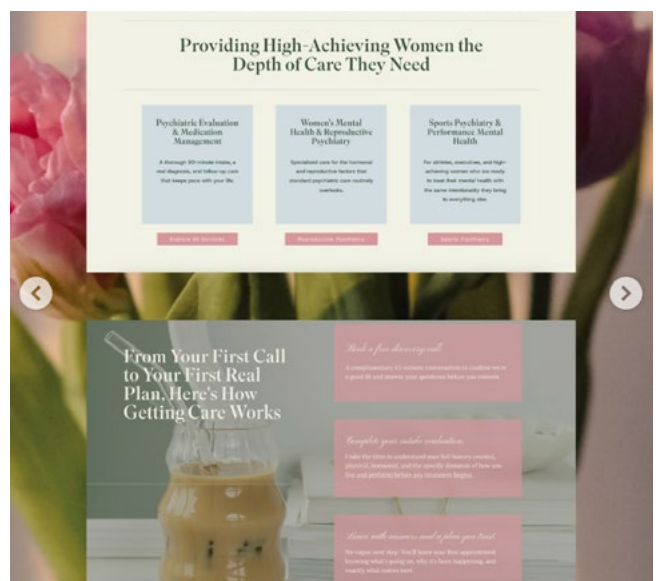
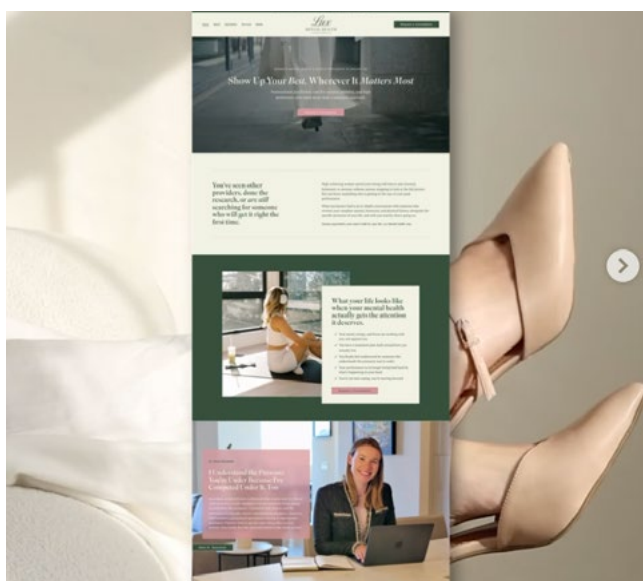
Source: Canvas8, Why is libido supplement use rising among British women? (6 Jan 2026)





Lux Mental Health (USA) - 2026

Launching in 2026, Lux Mental Health reflects a growing demand for nuanced, open conversation around women's mental wellbeing. Positioned as a women-focused psychiatry community, it recognises the complexity of Women's lives, bringing together factors such as personal history, hormonal health, high pressure careers and societal expectations.



Key implication for brands.

This openness demands more than a change of tone. We will continue to see an increased normalisation of packaging, comms and product innovation that is designed with confidence, not concealment. Following the example of period brands finally moving on from blue liquid, brands will replace euphemisms with specificity.

4. *‘One-size-fits-all’ to Hyper-personalised*

From tracking to prediction, action and prevention

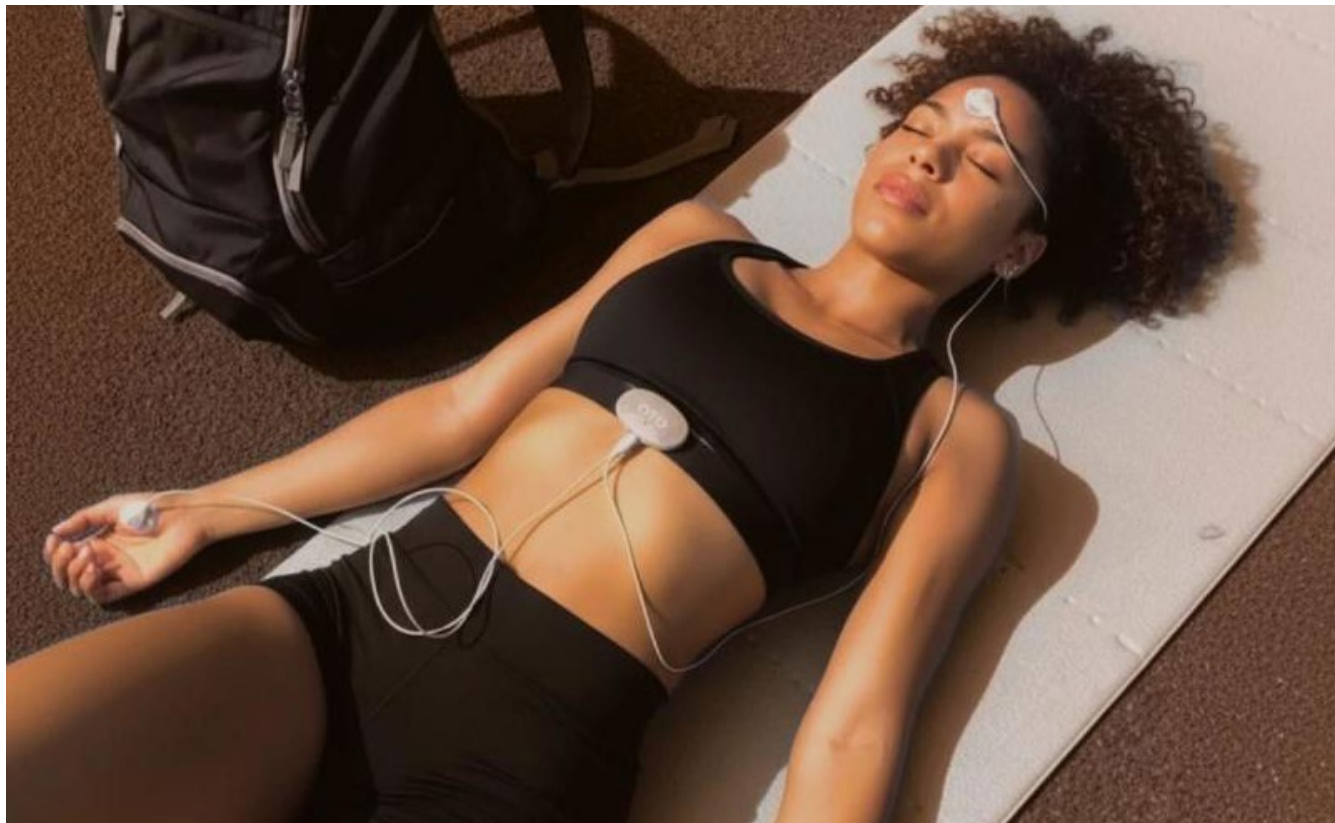
Women's Health is entering a more personalised, data-driven era. Advances in AI, diagnostics and wearables are giving women unprecedented insight into their health.

The shift is not just about collecting data, but also using it to anticipate needs, personalise support and enable earlier intervention. Where Women's Health was traditionally reactive, new technologies proactively manage everything from hormones and fertility to cardiovascular health, bone density and mental wellbeing – often translating insight into personalised guidance, treatment, coaching and product choice.

It has allowed Women's Health to move from one-size-fits-all to being built around individual needs, empowering women with much greater control.

By the end of 2026, the global FemTech market is projected to reach \$75 billion, fuelled by advances in AI-powered diagnostics, clinical-grade wearables, and integrated data platforms.

Source: Spike, Top FemTech Trends to Watch in 2026, 2025
Relevant Market: Global



OTO fertility - Wearable fertility tracker

The wearable device analyses stress levels and recovery patterns to provide science-backed insights that support fertility journeys, giving its users greater clarity and control to make more informed decisions about the path to parenthood.





Modern Fertility - Integrated Personalisation

The brand's home hormone testing kit, cycle tracking and genetic screening allows for a truly personalised view of reproductive health, with users able to access, download and share their results directly with healthcare professionals, making personalised healthcare both accessible and actionable.



Key implication for brands.

As FemTech grows so does the responsibility that comes with it. Brands have a responsibility to be transparent about what their data can (and cannot) tell women and recognise where digital insights should connect to professional care. Trust will be their most valuable asset, so they need to balance innovation with accountability.

5. *Passive to Powerful*

From silent patients to protagonists reclaiming control

For decades, Women's Health was framed through a lens of care, softness and traditional femininity, with women often positioned as passive recipients in need of support. Today, women are more informed and vocal about their health, and brands are responding by embracing narratives of strength and confidence.

Women's sport is helping to drive this shift. As investment and visibility grow, sport is generating new insights into Women's Health (in areas such as menstrual health, pelvic health, menopause and injury prevention) while also reshaping perceptions of women's capabilities.

As such, Women's Health is increasingly being defined not by vulnerability but by performance and resilience. Forbes has gone as far as calling Women's sport "healthcare's most powerful platform" for 2026.

Source: Canvas8, How Women's sport is fuelling a UK Health revolution (20 Apr 2026)



*Globally, women's elite sport
revenue hit*

£1.88bn

in 2025 (up 240% in four years).

*In the UK, women's football
attendance rose 38% year-on-
year in 2024, and 80% of
UK brand decision-makers say
they'll invest in women's sport
sponsorship in the next 3 years.*

Source: Canvas8,
How Women's sport is fuelling a UK health revolution (20 Apr 2026)
citing Deloitte, Two Circles & Women's Sport Trust
Relevant Markets: Global & UK



WUKA – Tackle Anything (2026)

WUKA donates free period pants to every grassroots club that partners with the brand, with education on sport and menstruation delivered by three-time Olympian Hannah Miley, directly tackling menstruation as a barrier to sport for the 44% of women who cite it.

Source: Canvas8, How Women’s sport is fuelling a UK Health revolution (20 Apr 2026)



Sequel - Rewriting Period Care

Sequel, the brand behind next-generation tampon design, challenges long-standing conventions within the category and instead reflects a philosophy of unfiltered confidence and active lifestyles.



Key implication for brands.

It is not enough to look and sound bolder. The real shift is to make Women's Health more about enabling capabilities.

For brands, this has important considerations for how to show up visually and verbally by establishing new design codes, semiotics, tone of voice and cultural positioning.

ONE TAMPON
FOR

The next
chapter



EVERY SIDE
OF YOU

Step into
your power

S



Closing Perspective

These 5 shifts point to a new era in Women's Health defined by **greater visibility, agency and control**. They mark a fundamental redistribution of power.

Brands have an opportunity to become lifelong partners rather than one-off providers, and success will depend on delivering meaningful value to both consumers and the category.

The brands that will win will be those that stop treating women as patients, and start treating them as the ones in control.



Thanks for taking the time to read this month's issue on Women's Health and the forces reshaping the category.

In our next issue, we'll be looking at Beauty & Skin - and what's next for this booming category.

Get in touch to explore how to reshape your brand for what comes next.

*Regards
Portia*

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