

What is the market opportunity  
for natural health supplements  
to treat the menopause?



**The client wanted to understand the market  
opportunity for its ingredient which had robust  
clinical proof to support health claims.**

**Technologies**

- Trend analysis and mapping
- Market analysis
- Partner identification

**Domain expertise**

- Female health
- Health and wellness





### **Our client asked:**

The client had a technology that showed promise for the treatment of menopause symptoms and needed to understand the competition and potential market opportunity for natural menopause treatments. It also wanted to understand potential business models and to identify partners to facilitate market entry.

### **The project story:**

We reviewed current solutions and mapped key trends, along with current and emerging products, and multiple stakeholders were interviewed in different geographies to seek their views on market opportunities.

An analysis of findings identified gaps with current products that could be addressed by client technology. We also identified potential partners for market entry.

### **Results: deliverables and outcomes**

Our recommendation was that the client focus on a particular market based on the intelligence gained.

A company that was receptive to partnership with our client was also identified and a successful venture developed.

### **Contact us**

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