

# Find Your Flow



## Female Nutrition

Female specialist nutrition was the lowest scored segment in our consumer interest survey, with only 15%. It accounted for just 3% of total supplement launches in Q1 2023, reflecting its niche status, however it was also one of the fastest-growing need states.

### Growth and Where to Watch

Women aged 25-34 are significantly more likely to be interested in this category, indicating strong potential for growth alongside the age group. Women's specialty nutrition was the fastest-growing subcategory from 2019 to 2023, presenting further opportunities for expansion.

### Flavours Growing

Current launches in female nutrition are dominated by core flavours like chocolate, vanilla, and strawberry. However, consumer data shows strong interest in other berry profiles, especially raspberry (42%) and coconut (25%), both of which have had limited product launches.

### Women's speciality nutrition products were the fastest growing subcategory between 2019-2023

Growth in launches of health supplements by subcategory (Global, CAGR five years ending Q1 2023)

