



Paris, May 22<sup>nd</sup>, 2025

**ANJAC HEALTH & BEAUTY SOCIAL LISTENING STUDY  
WHAT ARE WOMEN'S BIGGEST HEALTH CONCERNS?  
+71% SURGE IN ONLINE SEARCHES RELATED TO MENOPAUSE**

*ANJAC Health & Beauty, a leading French family-owned industrial group specializing in the formulation, manufacturing, and packaging of health, beauty, and nutritional products, has released the results of a new study carried out in collaboration with consulting firm Converteo. The study offers fresh insights into women's perceptions and concerns around health, reaffirming ANJAC's expertise and innovative approach in this space.*

Conducted in France, Italy, and the United States between July 2023 and June 2024, the study analyzed over 1.3 million spontaneous online conversations using social listening — the monitoring and analysis of discussions across social media and online forums. The aim: to break taboos, better understand women's most intimate health needs, and guide the development of products that support them through every stage of life.

**From Puberty to Menopause: Four Key Life Stages, Four Shifting Health Needs**

The study confirms four pivotal moments in women's health journeys: puberty, sexual maturity, pregnancy and post-partum and menopause.

At each stage, women's health needs change. Yet many of these topics remain sensitive or taboo, pushing women to seek answers and share experiences online.

Pregnancy emerges as the most discussed topic, accounting for 61% of the analyzed conversations in France over the past year. However, interest in menopause has surged sharply, with Google searches up by 71% in just one year — despite it remaining a largely unspoken topic, leaving many women uncomfortable or hesitant to talk about it openly.

**Living Well Through Menopause — Yes, It's Possible!**

Interestingly, although menopause can come with as many as 48 symptoms, 51% of women spontaneously mention only three when discussing it<sup>1</sup>. Even so, they are actively seeking solutions: how to manage both the physical and emotional challenges linked to hormonal changes, how these impact their social and intimate lives, and what hydration products can help with skin and vaginal dryness.

**Intimate Health — A Major Concern**

The study also reveals that intimate health is an area where women still lack reliable information. Around 1 in 7 (15%) social media conversations in France touch on maintaining good intimate hygiene and preventing infections.

---

<sup>1</sup> GenM Invisibility Report, 2021



The most common questions focus on:

- Daily intimate care routines to reduce discomfort
- Natural, innovative, and high-performing products
- Compact, practical formats that can be used both at home and on the go

Other top concerns include diseases and infections (34% of conversations), hormonal imbalances (27%), and pain management (18%).

### **Tailored Innovation to Address Women's Health Needs**

With a reputation for excellence among top-tier brands, ANJAC formulates and manufactures safe, effective products specifically designed for women's intimate health. Through its network of companies — Chemineau, Eurowipes, Laboratoires Feltor, Laboratoire Shadeline, Laboratoires Innovi, LPEV, and Roval — and with a strong presence across France, Europe, and the U.S., ANJAC is investing heavily in innovation.

Its product ranges, spanning medical devices, pharmaceuticals and cosmetics, cover hygiene, intimate care, sexual wellness, and overall well-being — all crafted to meet women's evolving individual needs. ANJAC also complements its portfolio with nutritional and dietary supplements, offering a truly 360° approach to supporting women's health.

Driven by R&D and scientific innovation, ANJAC has developed patented technological platforms aimed at empowering women to take charge of their health and thrive at every life stage. Among these are EMULPRO, a galenic platform designed to combat intimate dryness while preserving the microbiome and ensuring high tolerance, and BIODIS+, an encapsulation system that enhances targeted delivery of active ingredients, boosting both product efficacy and sensory appeal in intimate care applications.

*“The women's intimate health market is booming — in 2022, North America and Western Europe alone accounted for €20 billion, with annual growth of 9%. For too long, these topics have been taboo, leaving women without clear answers to their needs. Today, women are becoming proactive about their health, actively seeking information and solutions tailored to them.*

*By truly listening to women, we can better understand their real needs and address them through innovation. This study has deepened ANJAC's expertise and helped us develop scientifically advanced solutions, particularly in intimate care and natural health, to support women at every stage of life. We're proud to offer our brand partners products designed to meet these evolving demands,”* explains **Kristel Laham, Health Market Lead at ANJAC Health & Beauty.**

### **Methodology**

The “Women's Health Study” was conducted by Converteo on behalf of ANJAC Health & Beauty to explore women's health concerns and identify their unmet needs. The social listening analysis drew from 1.3 million online posts and comments across platforms like Facebook, Instagram, X, TikTok, online forums, and Google, with 36% of data from France, 46% from the U.S., and 17% from Italy, covering the period from July 2023 to June 2024.

**About ANJAC Health & Beauty**

ANJAC Health & Beauty is a French family-owned industrial Group and a partner to health laboratories, beauty and wellness brands. It creates, develops and manufactures raw materials to finished products. ANJAC is made up of the following 16 experts and complementary companies with 22 R&D and production sites in the fields of health, beauty, personal care and food supplements: Aircos, Apollo, Chemineau, Cosmetix West, Eurowipes, Feltor, Innovi, LPEV, Pascual Cosmétiques, Pillar5 Pharma, Roval Cosmétiques, Shadeline, Sicaf, Stephid and APR Beauty. Founded in 2008, the Group now has a workforce of over 3,200 and a turnover of almost €800million.

To find out more: [www.anjac.com](http://www.anjac.com)

**Contact****Agence Citigate Dewe Rogerson x Grayling**

Manuel Chaplet – [manuel.chaplet@grayling.com](mailto:manuel.chaplet@grayling.com) +33 6 35 09 27 54

Nicolas Bammez – [Nicolas.bammez@grayling.com](mailto:Nicolas.bammez@grayling.com) +33 6 64 37 93 97

**ANJAC Health and Beauty**

Astrid Canevet – [acanevet@anjac.fr](mailto:acanevet@anjac.fr) +33 7 57 02 72 33