My body, my choices. Because my autonomy matters!

Results of perception analysis of Tech-savvy women on women health in 2020-21

Date:
November 05th, 2021

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Dr. Siddhartha Dutta has a PhD with MBA from IMT Ghaziabad and is a Post-doctoral fellow from UHHS (USA). He is a business technologist with 21 years of expertise in project management, international business development and consulting in the fields of life sciences and medical devices. Having worked with Frost & Sullivan & MarketsandMarkets in the past, Dr Dutta leads the Healthcare practice at SGA. His work has been published and quoted in more than 70 premium international business magazines & publications.

Speaker at

6TH WORLD CONGRESS ON WOMEN 2021

The International Congress, which is held every year, is an opportunity to meet women in leadership and present your projects to experts in business, entrepreneurship, finance, science, engineering and technology, research, healthcare, consultancy, advocacy and entertainment. The conference provides an excellent venue for you to present your ideas and receive quality feedback.

The conference will look at the different issues affecting women's lives and will hone in on solutions and drive action in girls' and women's health – including maternal, sexual, and reproductive health and rights – education, environment, political participation, economic empowerment, human rights, gender-based violence, and access to resources.

Disclaimer: The data used in this presentation belongs to SG Analytics and are proprietary; any reference to trends, insights or numbers would require written approval from SG Analytics, Pune, India

Acknowledgement: Supriya Dixit (Marketing), Poulomi Nag (Editing), Rahul Shukla and Alwyn Shirodkar (Design), SG Analytics, Pune, India

1. Objectives

Timelines

Before pandemic (Dec19–Jan20)
During pandemic (Sept–Nov20)

Methodology

- **Online surveys**
- **Email surveys**
- **Social media surveys (LinkedIn, WhatsApp, others)**

- Validate the demand versus hype in the female health market (Femtech) in the world's largest healthcare market i.e., the US
- Conduct perception analysis on female tech users on the availability, preference, usage pattern, satisfaction and the voice of customer in the US (pre-COVID and during COVID)
- Evaluate the visibility of different brands in the female health segment and their preference among users by region, age group, and annual income
- Analyse the need versus gaps in the female health market and forecast the future of this market in the US

2. Study design

Medical Conditions factored	Total Participants	
Breast Feeding Pain/Complications	350	7%
Child birth/Lactation issues	212	4%
Pre-menstrual or Menstrual Pain/Complications	345	53%
Female Health and Hygiene issue (Smelly discharge, White discharge, burning sensation around private parts, itching, and scaling)	365	24%
Menopausal or post menopause	394	34%
Ovulation or Fertility Issues	337	13%
None of the above		0%
Total	**2,003**	**135%**

West Coast	16%
East Cost	32%
Central US	25%
Southern States	26%
Sigma	**100%**

Key Takeaways

- A total of 2003 women in the US participated in this survey (both surveys).
- Same region and same cities were targeted with women in the age group of 18–65 years who were using smart gadgets (mobile, smart watch, trackers, apps, etc.) during both the surveys.
- Women in the age group of 31–40 years were the most enthusiastic and shared their info on their health.
- Most of the women shied away from sharing the names of their medicines or alternate medicines.
- Less than 20% of the respondents did not complete 100% of the survey.
- The survey area was split into four regions as mentioned on the table on the left.

3. Key Takeaways – customers' preferences

Fitbit	33%
Flo (Periods/Ovulation/Menstruation)	12%
Clue	10%
Fitness coach (Female health management/Weight management)	7%
Period trackers' Period Calender (Ovulation/Menstruation)	7%
Natural cycles (Periods/Ovulation/Menstruation)	4%
Calm (Stress)	4%
Lose it (PCOS, Weight Management)	2%
My Calendar (Ovulation/Menstruation)	2%
Eve (Period/ Sexual Health)	1%
Ovia (Fertility/Pregnancy/Overall Health)	1%
Magic Girl (Ovulation/Period tracker)	1%
MIA Fem Period Tracker	0%
Other – (Internet or other online apps)	10%
None of the above	6%

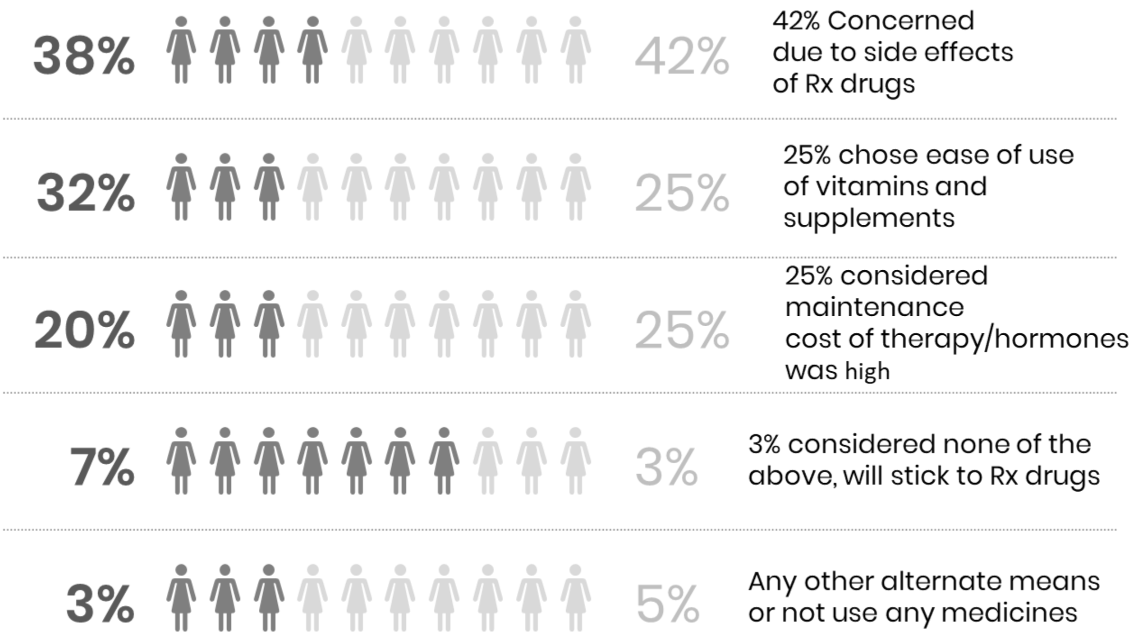
Sigma	100%

Key Takeaways

- 60% of the respondents used internet/online apps/electronic gadgets to track, maintain, or consult for female health issues.
- Fitbit was the most popular female health tracking app in the US the while start-ups such as Eve and Ovia will take time to gain market share in 2022.
- 57% of the respondents confirmed that social media and apps have influence their decision-making process. 13% of them confirmed that it strongly influenced their decision while 29% stated that they did not favor that.
- 61% of the respondents stated that self-education was their preferred way of educating themselves on PMS, ovulation, sexual health issues, 25% still followed their physician prescription, 10% depended on online webinars, 2% relied on advertisements, and the rest had no clue where to look for help (2%).

4. Key Takeaways – voice of customers

What made them stick to Rx drugs or alternate medicines to manage female health issues?



What would you prefer vitamin/ supplements/nutraceuticals or traditional medicines?

91% Vitamin supplements and nutraceuticals

4% Traditional Chinese medicines

5% Others (such as hormonal, hematology supplements)

Key Takeaways

- Female users are ready to switch between Rx and non-Rx medicines
- 93% will adhere to some form of medication

5. Key Takeaways – options available to customers

Why and where do they purchase medicines?

- 69% of the survey respondents preferred local or neighborhood pharmacy (ies); 24% online ones, and only 7% used home remedies. This also proves that online pharmacies have a long way to capture the market share, especially in the female health segment.
- More women resorted to online consultation/research due to lockdown and a shift in choices could be clearly seen.

Why and where do they purchase medicines?

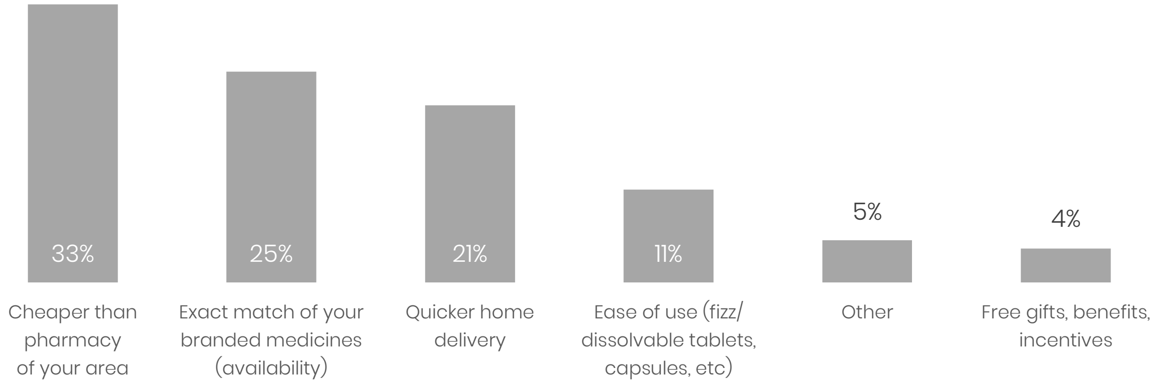
	Pre-Covid	During pandemic
Insurance coverage	18%	20%
Are these Rx drugs/ research driven?	30%	39%
Good/positive reviews on internet	17%	24%
Recommended by friend/family	22%	13%
Were not sure if they get influenced before purchase (Pre Covid)	13%	
Were not sure during the pandemic		4%

What is your preferred pharmacy to buy medicines (for female health issues only)?

CVS Corp. (Woonsocket, R.I.)	33%
Walgreens (Deerfield, Ill.)	29%
Walmart Stores, Inc.	24%
Walmart (Bentonville, Ark.)	17%
Other - Write In (Required)	14%
None of the above	11%
The Kroger Company	7%
Kroger (Cincinnati)	6%
Costco Pharmacies (Issaquah, Wash.)	6%
Walgreens Boots Alliance (Retail Pharmacy USA)	6%
Rite Aid Corporation	6%
Rite Aid Corp. (Camp Hill, Pa.)	5%
Safeway (Pleasanton, Calif.)	3%
Publix Pharmacies (Lakeland, Fla.)	2%
Albertsons Companies	2%
Sears Holdings Corp. (Hoffman Estate, Ill.)	1%
Cigna/Express Scripts, Inc.	1%
UnitedHealth Group (OptumRx)	1%
Humana Pharmacy Solutions	1%
Cerberus Capital Management (New York)	0%
Diplomat Pharmacy	0%
BrightSpring Health Services	0%
Sigma**	**177%**

6. Key Takeaways – needs and demands of customers

Why do you choose a particular pharmacy or go to an online pharmacy website?



Key Takeaways

- We did not find much of difference between pre-COVID era and purchase pattern during lockdown.
- Price sensitivity was observed all over the US regions followed by brand visibility. Quick home delivery was the third preference or need of the buyers during pre-COVID era and remained so even during the lockdown.

7. Key Takeaways – drivers and restraints of the segment

Why do you choose a particular pharmacy or go to an online pharmacy website?

27% Low/No side effects

18% Brand

10% Utility

3% Packaging

Key Takeaways

- The survey highlighted that the US remains a price sensitive market when it comes to female health.
- Drug reaction/side effects and brand are other options that the customer choose to consider before purchase.
- 78% of the respondents used mobile-based apps or smart devices or laptops to access pharmacies, while 22% used in person (pharmacy visits)
- 57% of the respondents (out of 78%) have been using smart gadgets, apps, and the online mode for more than 3-4 years; 21% started using those during pandemic/lock down and another 21% started their use at the peak of the lockdown (43% users were added during the pandemic in 2020-2021).

8. The future of medical consultation and female health solutions

27% Online

11% App based

6% Offline

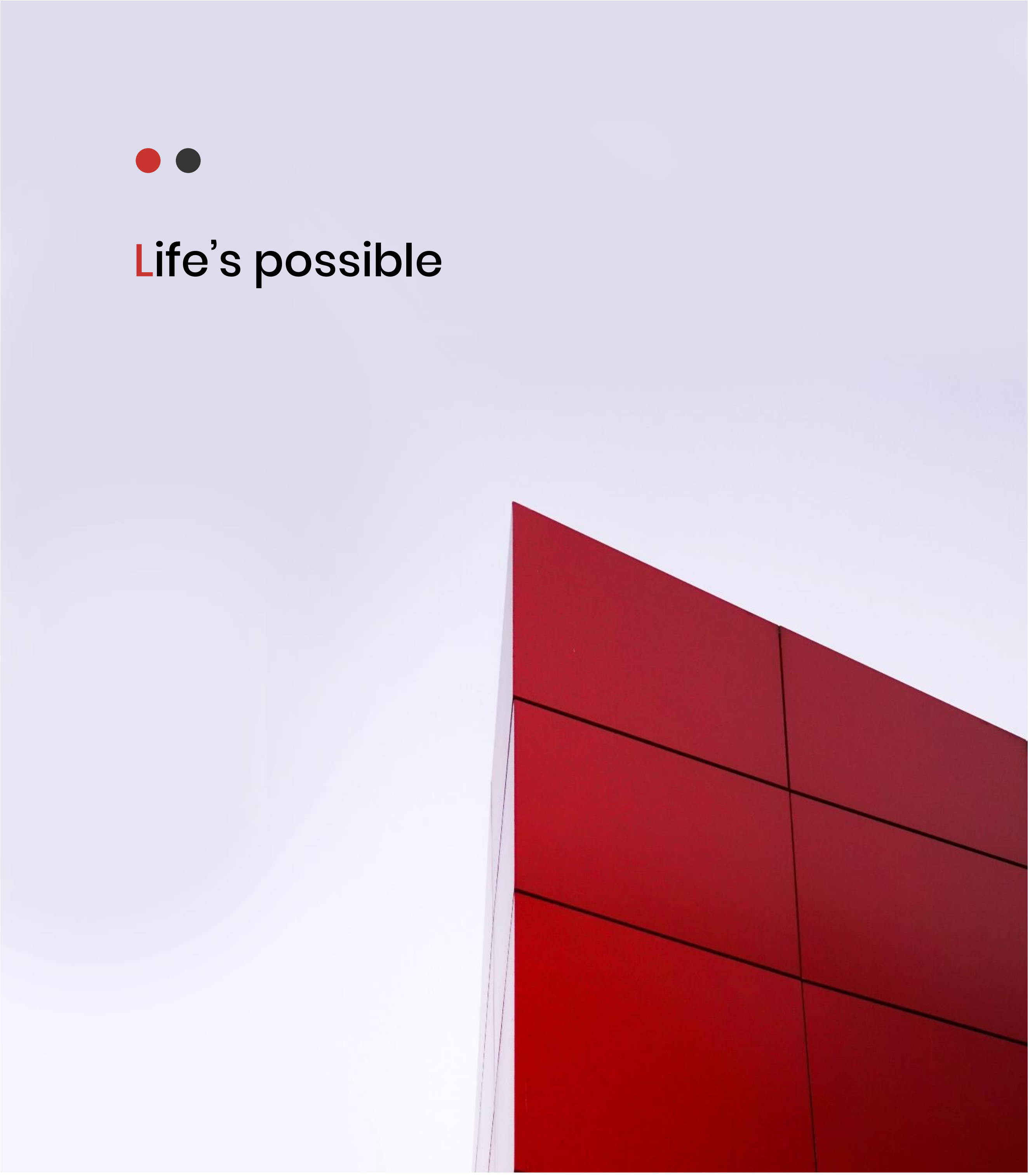
Key Takeaways

- Of all states in the US, 11 states allowed incentives to providers offering online teleconsultation/tele-medicine.
- The trend of online teleconsultation led to the boom of online consultation, and it will remain for the next few years.
- The app-based and online mode of medical consultation and purchase of medicine combined form 61% of the entire market.
- >50% of sales were bi-monthly or monthly (for pharmacy) and >70% were monthly consultations or follow ups
- 44% respondents showed brand loyalty while 39% were ready to try new brands every 6 months based on incentives, such as discount and ease of availability.

9. Gaps in the female health market

Key Takeaways

- No uniformity or central database is available to store or validate patient data.
- Price sensitivity is high, which make discontinuity of medicines and switching to new service providers (including pharmacy) common.
- The age group of 30-50 years was the most active in consultation and pharmacy segments.
- There are limited players in the market, and each player is focused on a few female health issues, such as menstruation, pre-menopause, and sexual health.
- Online mode of consultation or medicine purchase is popular but will take time to get a fair share of the market.
- 61% of the respondents are ready to pay between $ 10-50 for online consultation, only 11% can pay between $50-100 and 22% will prefer low-cost or no-cost alternatives to cure female health problems at home.



About SGA —

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