FEATURES | FEATURE

Role of Functional Foods and Supplements in Women's Health

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The menopause care market presents a significant opportunity for the nutraceutical and functional food industry. While many women experience symptoms like hot flashes, mood swings, and fatigue, support options are often limited to pharmaceutical solutions. Despite growing evidence linking nutrition to effective symptom management, it remains an underutilised avenue. Recognising this untapped opportunity, there is a potential for functional food and nutraceutical companies to develop evidence-backed solutions tailored for menopausal health. As the demand for personalised wellness grows, the industry is uniquely positioned to address this underserved segment through innovative products and strategic partnerships.

Despite affecting millions of women in India, menopause — particularly premature menopause — remains significantly underaddressed. With less than 1 per cent of the 150 million menopausal women actively seeking support, the lack of awareness presents a substantial gap in the healthcare and wellness market. This is not merely a cultural challenge but a missed opportunity for businesses to provide science-backed nutritional interventions and supplements. Many women misattribute their symptoms to stress or ageing, unaware of effective solutions. By developing targeted products and expanding educational initiatives, companies can empower women to manage their health proactively while driving growth in the under-penetrated menopausal health sector.

Bridging the Gap in Menopausal Nutrition and Wellness

Perimenopause presents a significant health challenge, characterised by declining estrogen levels that impact bone density, cardiovascular health, and cognitive function. Research highlights the efficacy of dietary interventions and targeted supplementation in mitigating these effects. Functional foods enriched with phytoestrogens, omega-3 fatty acids, and essential vitamins offer a scientifically backed solution to support hormonal balance and overall well-being.

However, in India, where over 70 million women experience menopause at any given time, the awareness of nutrition’s role remains limited. A study published in the Journal of Mid-Life Health found that 80 per cent of Indian women report moderate to severe perimenopausal symptoms, yet nutritional interventions are rarely considered. This gap presents a substantial opportunity

for businesses in the functional food and nutraceutical sectors. By investing in research, developing specialised products, and driving consumer education, companies can position themselves as leaders in the growing menopausal health market. Promoting informed choices through tailored nutritional solutions will not only empower consumers but also unlock long-term business growth in this underserved category.

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