

BrandEnergy

The Women's Health category is already built.

Now brands need to gain trust.

The **2026 Women's Health Brand Perception Study** explores how marketing in the women's health space is experienced by women today, highlighting what builds trust, what creates skepticism, and where messaging falls short.

67%

are skeptical of brand claims

72%

feel marketing is designed for someone else

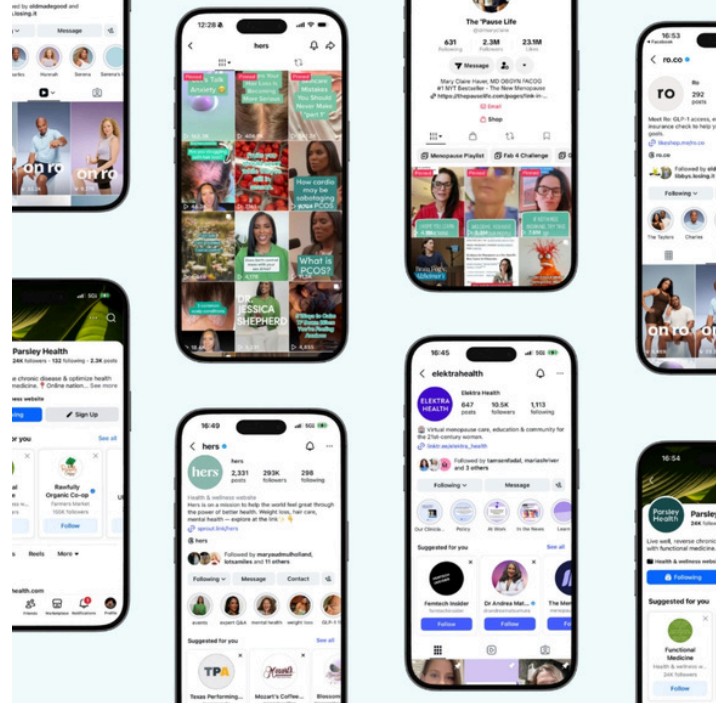
52%

say brands are hard to tell apart

63%

say messaging feels like it's trying to sell, not help

Women influence the majority of healthcare decisions, yet much of the marketing in the category specific to their own needs is built on assumptions and not getting it quite right. We ran this study to move beyond surface-level insights and understand how messaging is actually received, so brands can communicate in a way that is more aligned, more credible, and more effective.



It all starts to feel the same after a while. I don't know what to trust.

Key Takeaway



Women are seeing the messaging, but much of it feels generic, overly polished, and not built for them. Trust is earned through clarity, proof, and real-life relevance, not trends or aesthetics.

Why this isn't working

Brands Blend Together

Messaging across the category has become difficult to distinguish. Visual styles, language, and positioning often follow the same patterns, making it hard for women to identify what makes one brand different from another.

52% of women say women's health brands are difficult to tell apart

Lack of Trust

Women are paying attention, but many are approaching messaging with skepticism. When claims feel vague or unsupported, credibility breaks down quickly.

67% of women are skeptical of brand claims

Messaging feels Misaligned

Much of the communication in this space does not reflect real-life experiences. Instead, it leans toward polished narratives that can feel disconnected from how women actually navigate their health.

72% feel marketing is designed for someone else



How to make it work?

1

Be Specific

Clear, detailed messaging builds confidence. Avoid vague language. Explain what something does, who it's for, and what to expect.

2

Lead With Proof

Evidence matters. Scientific research, transparent methods, and expert validation all contribute to credibility.

3

Reflect Real Experiences

Ground messaging in reality. Show real timelines, real outcomes, and real-life context.

Key Takeaway

This is not an awareness problem. It is a trust problem. Brands that communicate with clarity, credibility, and real-world relevance will stand out and earn trust and the growth they deserve.

