

Women's Well-Being

From Jane Colvard, Manager, Member Services

Many retailers think of only a handful of products when you think of Women's Health, such as calcium or soy. However, women shoppers view their personal health and well-being as a much broader issue. Women discuss their personal notions as encompassing beauty care, emotional health, physical fitness, and daily living items in addition to the expected health-related issues. In fact, these items are viewed as equally important to physical wellness. There are several major areas of opportunity as it relates to merchandising to women that involve the whole store.

Mind, Body, Spirit - Time for myself is frequently mentioned as being a critical factor in achieving a sense of well-being. The emphasis is on outlook and attitude, and it incorporates a wide range of merchandising opportunities including relaxation items such as bath products, personal massage items and essential oils for aromatherapy.

Beauty Care – Look Good, Feel Good is more important than just a phrase, it is a critical element in a woman's well-being. These types of products have a psychological importance that extends far beyond their functional use in overcoming a bad hair day. Maintaining an attractive physical appearance is essential to a woman feeling good about herself.

Personal Hygiene – At the core of a woman's well-being are the maintenance categories dealing with personal hygiene. Women are far greater consumers of these products than men, and several categories, most notably feminine hygiene are truly gender-specific. Products such as razors and hair loss treatments, specifically designed for women, are expanding the range of merchandising opportunities in this area.

Nutrition and Wellness – Women, especially baby boomer women, are aggressively seeking diet, nutrition and supplement solutions to feel good about themselves and (hopefully!) to defer the effects of aging. With a much greater understanding today of the link between, food, exercise and disease, many categories are experiencing significant growth.

Health Issues – At the far end of the continuum is disease management and the treatment of health issues that are specific to women. The opportunities here to serve a rapidly aging population are limitless.

For retailers and suppliers there are five keys to successfully appealing to the well-being needs of women. They are:

Female Friendly Environment – Products, categories and stores must all have the right environment; ambience, fixturing, lighting, and product adjacencies that are appropriate for each circumstance.

The Fast Lane – The demands of work and family have women wanting both a streamlined shopping experience and a wide range of services in order to save time.

Information, Please – Women indicate that most retailers and manufacturers under-serve their needs for helpful and meaningful information about nutrition, health conditions and women’s issues.

Life-Stage Solutions – A women’s interest in health and well-being is often triggered by a life-stage event such as giving birth, menopause, a chronic health condition, aging or illness.

Stolen Moments – Most women fulfill many outer-directed roles that are very demanding of their time. Finding a few stolen moments to engage in personal activities and relaxation are often at the core of a women’s overall sense of well being.

To learn more about Women’s Well-Being Merchandising Strategies visit the GMDC Study section in the GMDC Member Education Section at www.gmdc.org