







# PMS and Menstrual Health Supplement Market Size, Share, Growth, Opportunities, and Regional Forecast

## PMS and Menstrual Health Supplement Market Overview

The **PMS and Menstrual Health Supplement market** has experienced substantial growth in recent years, fueled by a rising awareness surrounding menstrual health and the increasing demand for natural and over-the-counter remedies to manage premenstrual syndrome (PMS) and other menstrual-related disorders. These supplements are formulated to address symptoms such as bloating, fatigue, mood swings, cramps, and irregular cycles. The market's expansion can be attributed to factors such as the growing prevalence of menstrual health issues, increasing adoption of self-care practices, and a shift toward natural and plant-based remedies over pharmaceutical options.

PMS is a common condition that affects a large segment of the female population globally, with symptoms varying from mild to severe. It is estimated that up to 75% of women experience some form of PMS during their reproductive years, making PMS management an area of significant focus for health companies. Additionally, as more women become educated about menstrual health and holistic treatments, the demand for supplements that offer symptom relief is expected to continue to rise.

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## Market Size, Share, and Trends

The PMS and Menstrual Health Supplement market was valued at approximately USD 2.5 billion in 2023 and is expected to grow at a compound annual growth rate (CAGR) of 7.2% from 2023 to 2030. The market is segmented into several product types, with herbal, natural, and plant-based supplements seeing increased adoption. These include supplements containing ingredients such as chasteberry, magnesium, vitamin B6, ginger, and other herbal remedies that have shown efficacy in managing PMS symptoms.

Key trends in the market include:

1. **Growing Preference for Natural and Herbal Remedies:** Consumers are increasingly turning to supplements with natural ingredients to manage menstrual discomforts rather than relying on synthetic drugs. Ingredients like turmeric, ginger, and magnesium have gained popularity for their anti-inflammatory and pain-relieving properties.
2. **Rising Demand for Personalized Health Products:** There is a growing trend toward personalized wellness, with many brands offering supplements tailored to specific needs, including supplements that target bloating, mood swings, and cramps. Some companies are also providing custom PMS relief plans based on the user's specific symptoms.
3. **Increasing Online Sales and E-commerce:** The rise of e-commerce platforms and direct-to-consumer brands has made it easier for consumers to access a wide variety of PMS and menstrual health supplements. Online retail allows for greater consumer education and easier access to specialized products that might not be available locally.
4. **Focus on Women's Health and Wellness:** Companies are increasingly focusing on women's health and wellness, creating educational content around menstrual health. As women become more proactive in managing their health, the demand for effective, evidence-based solutions continues to grow.
5. **Regulatory Approval and Clinical Research:** The growing body of clinical research backing the effectiveness of certain ingredients has given more credibility to PMS and menstrual health supplements. As more studies emerge supporting the efficacy of various ingredients, the

