



Men's Health



It's Movember, which means the spotlight is on Men's Health. While there has thankfully been a growing awareness of women's health in recent years, men's specific health requirements and concerns should not be forgotten by brands. To support men's health, Mintel recommends expanding into more specific benefits such as stress relief and prostate health. Exploration of micronutrients and natural ingredients for men's reproductive needs is also encouraged. Zinc and Vitamin D are two ingredients strongly linked to male health.

- 71% of male vitamin, mineral & supplement (VMS) consumers use or have interest in using VMS products with beauty/skin support. (US, Mintel, 2022)
- 44% of US men consider 'clinically proven' as important to them when purchasing VMS. (Mintel, 2021)
- Men on average have a lifespan 4.5 year shorter than women, mostly from preventable causes. (Movember, 2023)
- In Australia 1 in 5 men will experience anxiety at some stage of their life. (Beyond Blue, 2023)

On the Shelves



Ethical Nutrients Prostate Health Capsules. Contains clinically researched ingredients: Serenoa repens dry fruit extract, fatty acids, Urtica dioica dry root and rhizome extract. (UK)



SleepDrops Menzzz Sleep Support System Spray is made with natural ingredients e.g Ziziphus jujuba, Passiflora incarnata, Serenoa repens, hydrangea, prunus spinosa. (NZ)



My Expert Midwife Pre-conception Capsules For Men. Includes zinc, selenium, CoQ10 and ginseng. (UK)



Mendurance Original Blue Pills for men with L-arginine, B vitamins, herbal extracts and caffeine. (UK)

On the Shelves



Vialixir Expert Francais, Men's Elixir. A supplement made with ashwaghandha, ginseng, maca and more to help support mental wellbeing, endurance and resistance to stress. (France)



Lashile Beauty, Good Hair Gummies for Men. Cola flavoured vegan gummies formulated to support hair growth. (France)



MyNi, Men's Power Saw Palmetto Octacosanol. Capsules to support prostate health in men and boost immune function. (South Korea)



Optislim Optiman, Coffee Flavoured Weight Loss Shake for Men. Formulated specifically for men to assist in weight loss. Contains protein, vitamins and minerals essential to weight loss. (AU)

Providing men with support in various areas including stress and anxiety relief, prostate health, reproductive health and skin health are all promising areas of food, drink and supplement innovation.

While focusing on stress relief, prostate health and reproductive health are all critical when addressing men's health, we shouldn't neglect their other concerns such as skin and hair health. While 'beauty from within' products have traditionally been targeted at women, men are increasingly seeking help from ingestible beauty and skin care products. According to research from nutraceutical company Lycored, up to 74% of men (in the UK and France) were open to taking a supplement to support their skin health.



HW Hawkins Watts Offerings

- ✓ Botanical Extracts
- ✓ Prebiotics, Probiotics & Postbiotics
- ✓ Collagen - bovine, fish/marine & eggshell membrane
- ✓ Vitamins & Minerals (including Zinc and Vitamin D)

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