

Lubrizol White Paper Highlights Growing Demand for Life-Stage Women's Health Solutions

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Women in Asia-Pacific are adopting increasingly proactive approaches to health, beauty and nutrition, although many feel underserved by current supplement markets, research has found.

The insights form part of a new White Paper from Lubrizol, a global leader in science-backed nutraceutical solutions specializing in microencapsulation platforms. Drawing from consumer research across China, Korea and Indonesia, it explores women's health, beauty and nutrition needs at different stages of their lives, identifying opportunities for innovation.

The research finds that women across Asia are prioritizing long-term wellbeing and quality of life over short-term fixes. It also shows that their concerns shift significantly with time, and identifies distinct needs at four different life stages:

Active Life & Career (ages 20-39): Focusing on energy, confidence and momentum, women at this stage are highly open to prevention-led solutions and willing to invest in products from brands they trust, the White Paper says.

Family Planning & Motherhood (ages 20-39): This stage is characterized by a greater emphasis on reassurance, transparency and simplicity. Products that remove uncertainty and simplify decision-making have the greatest potential to earn trust.

Midlife Transition (ages 40-55): Rather than pursuing transformation, women at this stage are often seeking reassurance that they can continue feeling like themselves through a period of change. Needs around balance, sleep, daily energy and skin resilience are common.

Healthy Longevity (ages 55+): Women at this stage demonstrate the strongest willingness to invest in solutions that preserve capability, independence and quality of life.

Across all life stages, the research observes a consistent aspiration to live confidently, actively and independently for longer. However, opportunities for targeted innovation are also clear. In China, for example, 87 per cent of respondents preferred solutions tailored to their current life stage, while 66% felt underserved by the options currently available to them.

Bernardo Medeiros, Global Vice President, Lubrizol Life Science, and Vice President, Latin America, Lubrizol, said: "Women's health and beauty needs are evolving. Across Asia Pacific, and particularly in China, we are seeing a fundamental shift from reactive care to proactive wellbeing. Consumers are no longer waiting for problems to emerge. They are investing earlier, seeking solutions that help them maintain confidence, vitality, and quality of life throughout every stage of their journey."

Other findings in the White Paper include:

Beauty and nutrition are increasingly interconnected, as consumers embrace a more holistic view of wellbeing that links inner health with outward experience.

Consumers in China had a particularly strong prevention-led mindset, with a proactive wellness index of 34 per cent.

Consumers in China prioritized beauty more highly than those in Korea and Indonesia, and also demonstrated more proactive beauty management behaviors

In China, the focus on beauty from within increased with age: the percentage of women considering supplement intake for long-term prevention rose from 33 per cent at the Active Life & Career stage to 52 per cent at the Healthy Longevity stage

Visibility of results was a powerful driver of adoption, with 62 per cent of respondents citing noticeable benefits as a key reason to continue using a product.

Bernardo Medeiros added: "Beauty, wellness and healthy aging can no longer be viewed as separate categories. Consumers increasingly expect integrated, science-backed solutions that support them through life's transitions, with benefits that are relevant, effective and trusted. Our challenge is clear: to innovate beyond products and create solutions that address the changing needs of women at every life stage. Those who succeed will not only meet today's expectations but help shape the future of women's wellbeing across the region."