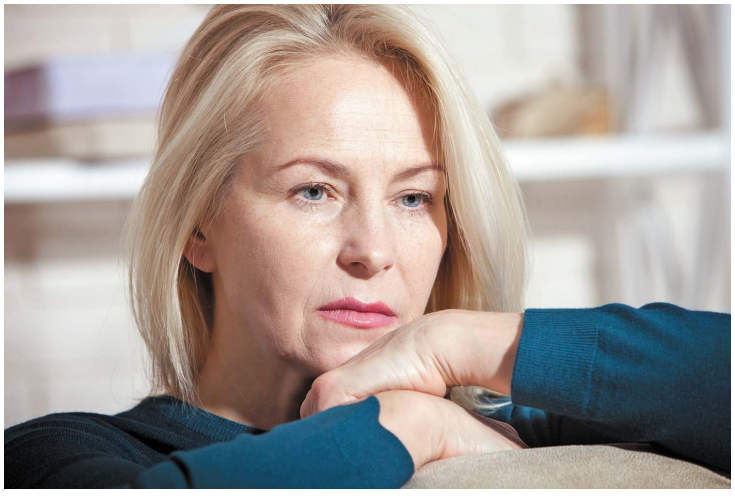
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Earlier onset emphasises need for tailored menopausal care in India: Elda Health Report

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Elda Health releases report on state of menopausal health in India



Bengaluru-based startup Elda Health, India's first and only full-stack, one-stop digital FemTech health startup catering to women during their midlife menopausal and peri-menopausal years, has released a report titled 'State of Menopausal Health in India.'

Based on a comprehensive study of over 25,000 Elda customers across India, the report sheds light on the pervasive stigma surrounding menopause in the country and the significant barriers preventing women from seeking help for their symptoms.

The study reveals startling statistics, showing that 98% women in their menopausal age largely only visit gynecologists for heavy bleeding or vaginal discharge issues, while period related symptoms such as hot flashes, sexual health concerns, and mental health issues often go unaddressed. Other symptoms that women face include fatigue, sadness, hair fall, weight gain, anger, anxiety, various types of body pains, insomnia, memory loss, and skin issues.

The report highlights that while 24% of the women suffer from sexual health concerns, only 6% of women seek help for sexual health concerns. While 40% experience hot flashes, a startling 70% of women report mental health issues like mood swings, anger, and sadness. However, only 2% of those suffering from mental health issues seek professional help.

The study also finds that Indian women typically experience menopause between the ages of 40 and 46, earlier compared to global counterparts who hit this phase at age 45-55 and above. This earlier onset emphasises the need for tailored menopausal care in India.

The report also reveals that Indian women are more open to taking hormone replacement therapy (HRT) now as compared to earlier. Around 20% of the women are recommended HRT, and when clearly counseled and tested, 10% willingly take HRT.