

On Amazon India, 263 listings name menopause. 19 of them sell.

MENOPAUSE CARE · AMAZON INDIA · READ 2026-10-06

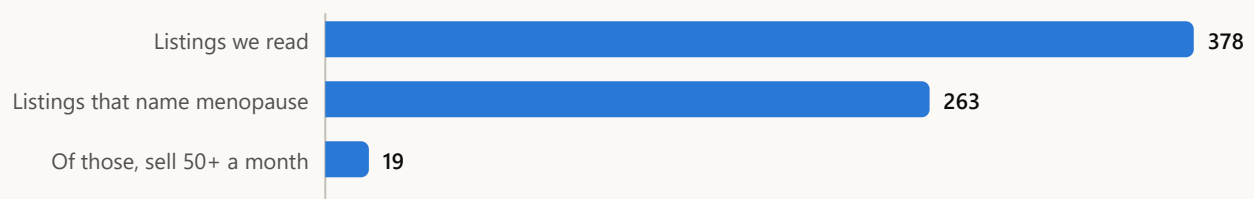
Menopause is the topic founders research most on impuls8: 6.0% of all research into niches, nearly twice the next one. We wanted to know if buyers pay for it. So we read every product Amazon India shows for five menopause searches, 378 listings, and opened every one that shows sales.

Read this first. Every money figure is a floor: what buyers paid on Amazon India for the listings we read, not a company's revenue. We read this on 2026-10-06, in the week **before** Amazon's festive sale, which starts on 8 October. The research figure is a different measurement: what founders look at on our site, not what anyone buys. We never add the two together.

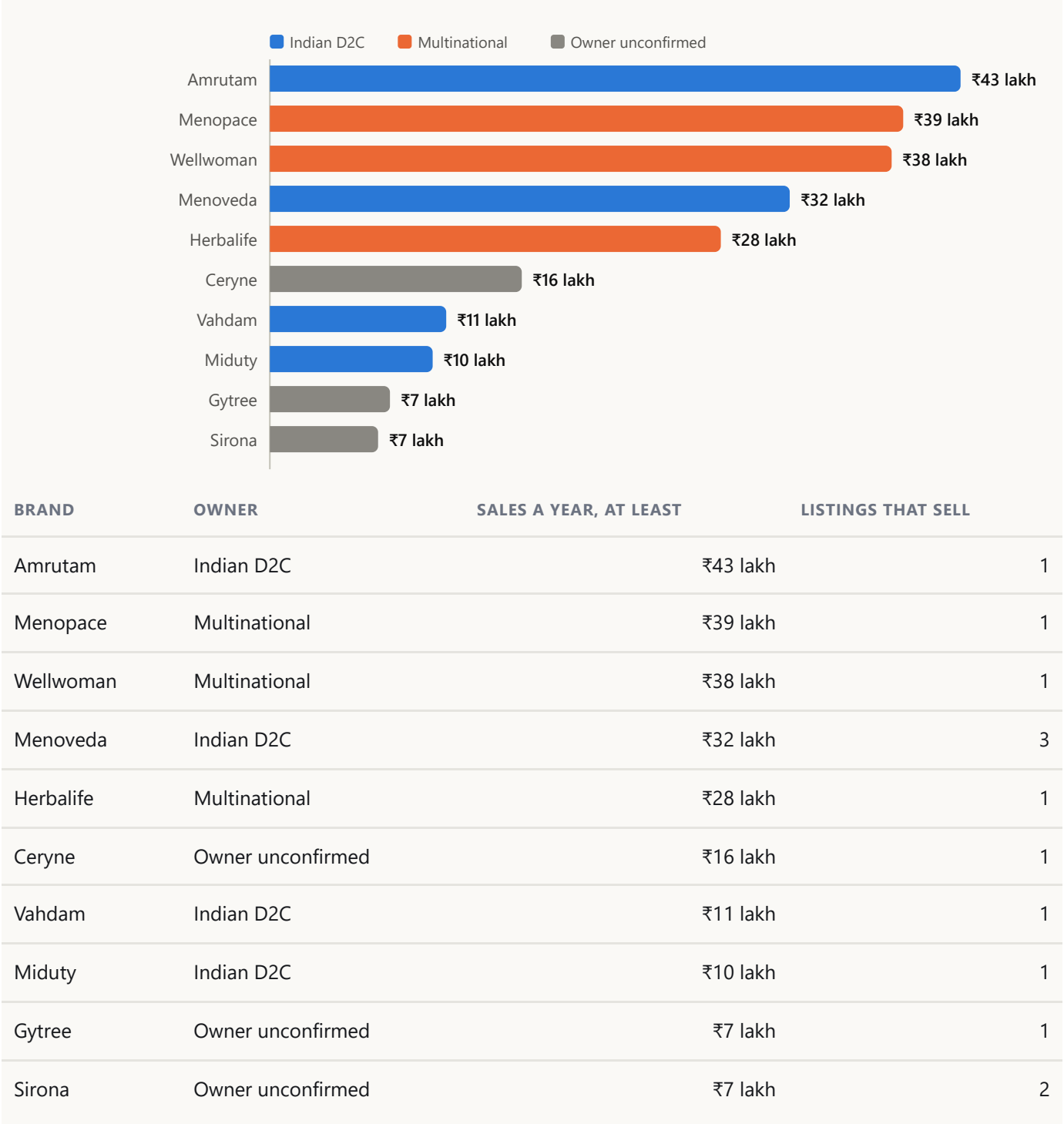
1 · THE SHORT VERSION

- **263 of the 378 listings name menopause**, perimenopause, hot flashes or night sweats. **Only 19 of them sell 50 or more a month.**
- Those 19 sell at least **₹2.5 crore a year**, about 3,100 packs a month. That is about 14 listings naming menopause for every one that sells.
- A menopause search on Amazon sells at least **₹35.0 crore a year** of women's health products. Products that name menopause are 7.1% of it.
- **Centrum takes 35.3%**, with general multivitamins. Multinationals take 42.3%. Indian D2C brands take 15.2%.
- Black cohosh and soy isoflavones, the ingredients sold for menopause around the world, are 1.3% of the money.

2 · MANY LISTINGS, FEW BUYERS



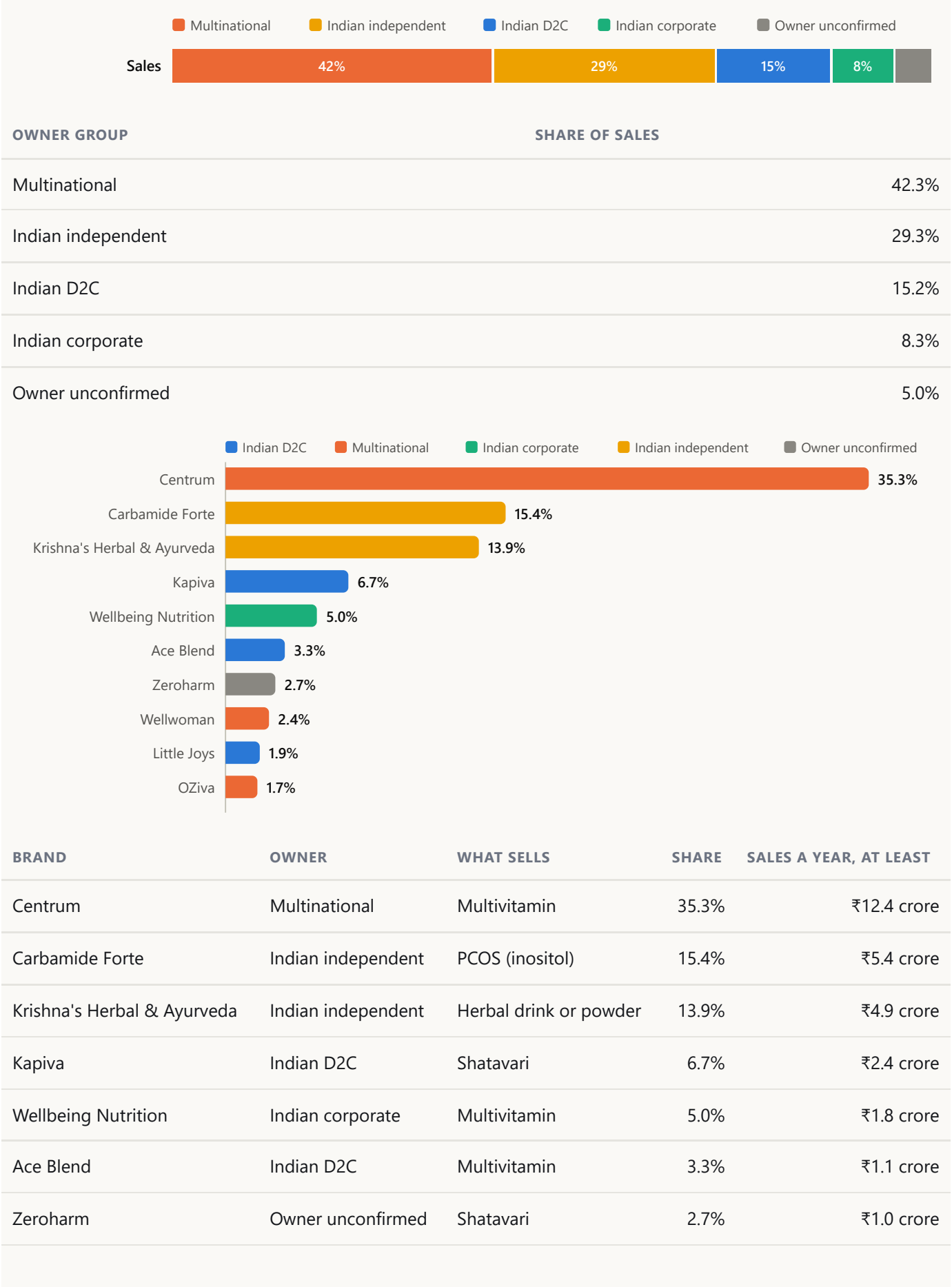
Amazon shows a “bought in past month” figure from 50 sales a month. 244 listings that name menopause show none, so each sells fewer than 50. If every one of them sold 49 a month, they would add at most ₹23.6 crore. That is a ceiling no listing is shown to reach, not a market size.



Among products that name menopause, multinationals take 42% and Indian D2C brands 38%. Amrutam and Menoveda are Indian D2C; Menopace and Wellwoman are Vitabiotics, from the UK. Of the 19 that sell, 12 are taken by mouth and 6 are applied: vaginal moisturisers, wild yam creams and a cooling mist.

3 · WHERE THE MONEY FROM A MENOPAUSE SEARCH GOES

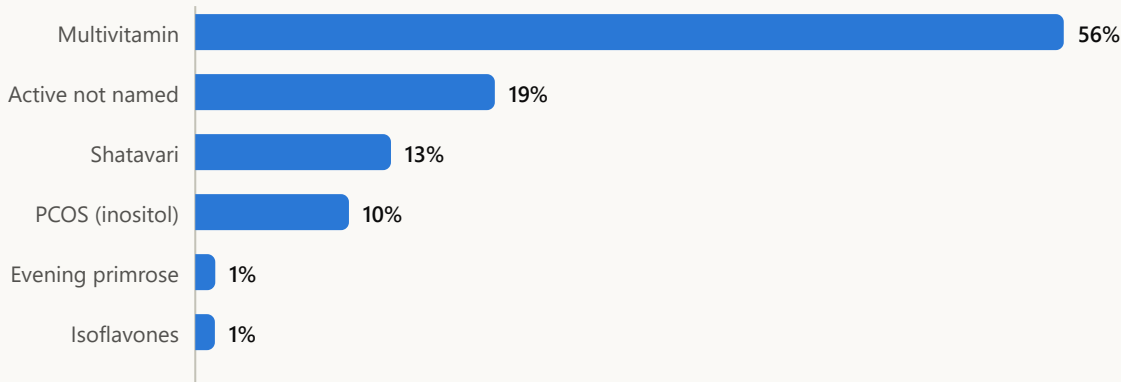
We count the products Amazon files where the menopause products sit: Women’s Health, Multivitamins, Shatavari and Intimate Care. The same searches put women’s multivitamins next to them. This shelf sells at least ₹35.0 crore a year, about 48,950 packs a month.



Wellwoman	Multinational	Evening primrose	2.4%	₹0.8 crore
Little Joys	Indian D2C	Multivitamin	1.9%	₹0.7 crore
OZiva	Multinational	Shatavari	1.7%	₹0.6 crore

The top three are not menopause brands. Centrum sells multivitamins for women and for adults over 50. Carbamide Forte’s best seller is a PCOS supplement. Krishna’s sells a herbal juice for women. Together they take 64.6%. Indian D2C brands take 15.2% (at most 20.2% if every brand we could not confirm is D2C). This is the first shelf we have read where Indian manufacturers that are not D2C beat the D2C brands.

4 · WHAT THE PRODUCTS ARE



Multivitamins are 56% of the money and shatavari 13%. Black cohosh and soy isoflavones together are 1.3%. Products taken by mouth are 96.8%; gels and creams are 1.0%. The median product that names menopause costs ₹653, about the same as the shelf’s ₹636.

5 · WHAT SHARE OF EACH COMPANY’S SALES THIS IS

Our figure covers one Amazon shelf. To check it, we set it beside what each company reports for its whole business.

COMPANY	REPORTED REVENUE	ON THIS SHELF	SHARE OF REVENUE
Kapiva (FY25)	₹342 crore	₹2.36 crore	0.7%
Krishna's Herbal & Ayurveda (FY24)	₹72 crore	₹4.86 crore	6.8%
Amrutam (latest)	₹50 crore	₹0.43 crore	0.9%

For Kapiva and Amrutam, this shelf is under 1% of the business. Amrutam’s menopause product is one product in a wide range. Krishna’s one women’s juice here equals 7% of the sales it

reported for FY24, the latest year it has given. Centrum is one brand of Haleon, which reports no India figure for it.

Company figures are for a full year and all channels. Ours is one month on one platform, times twelve. Read the ratio as a check on our method, not as a market share. Amrutam’s figure is its own statement, not a filing.

6 · OPENING OR TRAP?

On Amazon India, the products arrived before the buyers. There are 263 listings that name menopause and 19 that sell. A new menopause supplement on Amazon would join a crowded shelf that few people buy from. The money a menopause search reaches goes to general women’s health products from brands buyers already know.

That does not make menopause a bad category. It means Amazon search is not where it is sold today. Buyers may go to a doctor, a pharmacy counter or a brand’s own site. Menoveda says it has served 100,000 women. None of that shows on this shelf.

7 · WHAT WE EXPECTED, AND WHAT WE GOT WRONG

We wrote down six predictions before we read the shelf.

WE SAID	WE FOUND	
The shelf is small: under ₹40 crore a year	₹35.0 crore	Right
A multinational is the largest brand, most likely Menopace	Centrum, multinational, 35.3%; Menopace 1.1%	Right
Indian D2C brands take 30 to 50%	15.2% (at most 20.2%)	Wrong
Products taken by mouth carry over 80% of the money	96.8%	Right
The top three brands hold over half	64.6%	Right
Under a third of listings show sales	71 of 378, 19%	Right

The miss is the one that matters. We expected Indian D2C brands to hold a third or more, as they do on protein and sunscreen. They hold less than a sixth, and the brands that lead are not selling menopause products.

8 · HOW WE READ IT

Amazon India, five searches, three pages each: menopause supplement, menopause relief for women, perimenopause supplement, menopause care, and hot flashes relief. We counted only Amazon's own search results, not the carousels of related products. We opened the product page of every listing that shows a sales figure.

A listing "names menopause" when its title says menopause, perimenopause, hot flashes, hot flushes or night sweats. The shelf is what Amazon files under Women's Health, Multivitamins, Combination Multivitamins & Minerals, Shatavari, and Intimate Care & Hygiene. Magnesium, biotin, heating pads and hot water bags came up too and are left out.

Sales are Amazon's "bought in past month" figure at its lowest value, times the price on the product page, times twelve. We look up who owns each brand. If we cannot confirm an owner, we say so and never guess.

9 · WHAT THIS REPORT CANNOT TELL YOU

- **The size of the Indian menopause market.** We read Amazon India. Doctors, pharmacies and brands' own sites are not here.
- **Whether founders are right to look.** The research figure shows what founders look at, not what buyers want. Neither figure explains the other.
- **A festive month.** We read the month before the sale.
- **Why.** We show what sells. We do not know why.

We read shelves like this one by category, by platform and by country, and read them again to show what moved. If you are building in women's health, **book a discovery call at www.impuls8.com/enterprise.**