



# Supporting Brain Health During Menopause: Understanding the Role of Technology



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## About AgeTech Insights



A market intelligence series grounded in lived experience



Equips end-users, entrepreneurs, investors, ecosystem leaders, and policymakers to make evidence-informed decisions



Generates actionable insights that shape innovation design, adoption, investment, and policy



Ensures older adults remain central to how agetech priorities are identified and advanced



**1,420** Canadian women aged 40+ surveyed

Across 8 provinces and representation across:

**20%**  
Perimenopause

**12%**  
Menopause

**67%**  
Post-menopause

## Definitions

**Perimenopause:** The period leading up to menopause, typically starting in a woman's late 40s, when hormone levels begin to fluctuate.

**Menopause:** Defined as 12 consecutive months without a menstrual period.

**Post-menopause:** Defined as the time after a woman has been without a menstrual period for 12 months.

## What Did We Learn?



### 1. Cognitive and mental health changes are common across all menopause stages



77% agree that menopause can affect **cognitive and mental health**



40% of women are affected with **memory difficulties** in post-menopause



**Sleep disruption** is the most persistent symptom across all stages



### Recommendations:

Prioritize the development of menopause-informed tools to support women's cognitive and mental health across all menopause stages



### 2. Comfort with tech doesn't translate to menopause-specific tool use



58% 'very'/'extremely' comfortable using digital technologies



9% report using **digital tools** for menopause symptom management



Tech use focused on **general wellness tools** rather than menopause-specific digital solutions

Develop, validate, and promote menopause-informed digital tools that are:

- + Accessible
- + Trustworthy
- + Designed to support women's cognitive and mental health needs



### 3. Digital tools are often poorly aligned with women's menopause-related needs, and clinical guidance on using tech is limited



40% used **digital tools to support menopause-related symptoms** rated them as 'not at all'/'slightly' useful



2% reported healthcare providers **recommended digital tools** for menopause-related supports



Many women report **limited access to menopause-related information and guidance**

Improve the relevance, validation, and clinical integration of menopause-informed digital tools, with clear guidance from trusted healthcare providers



### 4. Women show strong interest in menopause-informed tech



40% interested in **lifestyle-support tech**



39% want tools to **track cognitive function** over time



35% want tools to **support mood and emotional well-being**

Co-design menopause-informed digital tools that reflect women's priorities and support integration into daily life

## What's Next?

Prioritize early and lifestyle-oriented brain health solutions that are co-designed with women across menopause stages and delivered through trusted healthcare channels

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+ Contact [agetechinsights@cabhi.com](mailto:agetechinsights@cabhi.com) to learn more about conducting market research.

This report is a collaborative effort between CABHI and:



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