



# CAN ESG CLAIMS MAKE A DIFFERENCE TO THE PERFORMANCE OF YOUR BRAND?

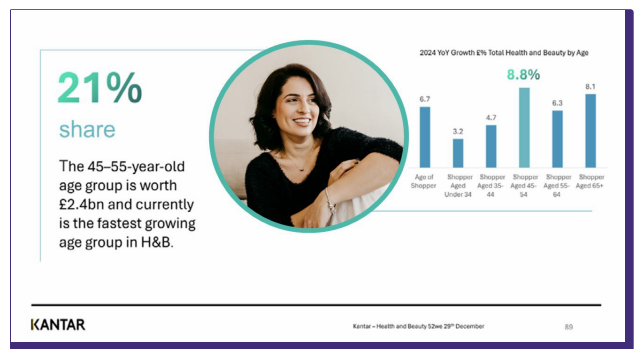
An in-depth look at how GenM's MTick is making a step change to performance for SKUs featuring it on front-of-pack.

March 2025

## Introduction

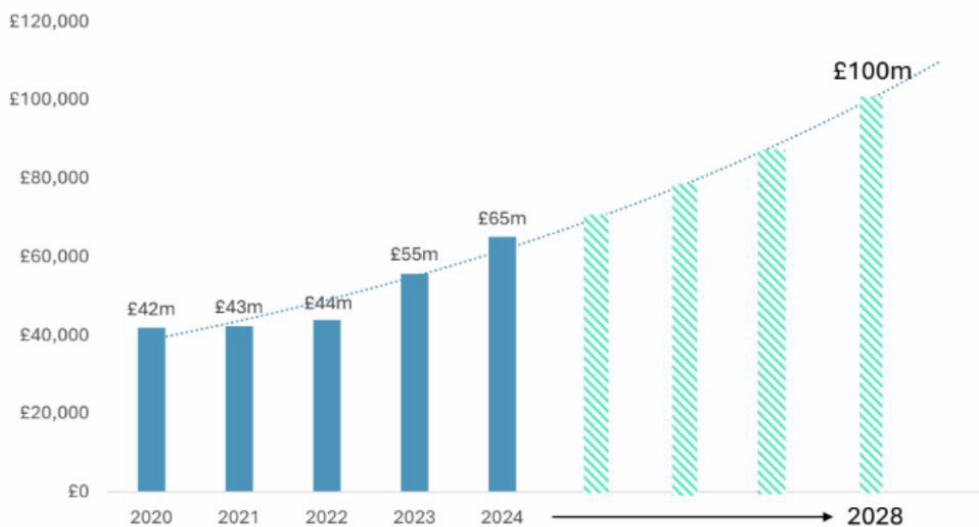
Gen-M is a movement spearheaded by a collective of brands, retailers, and manufacturers committed to making menopause more visible and improving the consumer experience for menopausal women. Following the introduction of the MTick, a universal shopping symbol that identifies menopause-friendly products across various categories, Gen-M aims to empower women by enhancing how they search for, source, and shop for menopause-related products. Now with over one hundred partners, including major retailers like Boots, Sainsbury's, and Tesco, as well as global brands such as Colgate-Palmolive, P&G, and Unilever.

There are over 1bn women going through Menopause at any point in time. The UK alone has 15.5 million women at various stages of the Menopause, so this is a sizable consumer segment. The forward-looking organisations wanting to support this initiative with investment need to know what it will deliver and what is required to activate it successfully.



### Market Size & Projection with GB in H&B (45-55 only)

Sales of Menopausal H&B products\* amongst this age group have grown by over £20m in the past 5 years and predicted to reach £100m by 2028.



## The Study

The first steps taken by Gen-M was the securing of additional space in retailers such as Boots and Tesco. It is clear from these activations, the brands involved saw significant uplifts. According to Kantar, Morrisons saw +15% (44 stores), and Sainsburys +31% (91 Stores) as women are introduced to this new shopping experience. Gen-M now need to develop the next stage of activation to still have presence in smaller stores where double sitings are not so easily created due to limitations on space.

EPIC Conjoint was engaged to help to quantify the true impact from the MTick when consumers see it on the front of the pack. EPIC's Conjoint's software provided the most suitable methodology to be able to isolate the MTick from price, promotion, additional feature space and existing branding.

UK retailer MTick activation for signposting menopause friendly products instore



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To complete this study effectively EPIC would need to evaluate not just the MTick but also logos competing for the same space on the front of packs including British Skin Foundation, Peta and Cruelty Free. These initiatives can all mutually coexist with a brand, but the limited real estate means brands must choose the most effective logo to prioritise.

All 4 logos below were tested equally on pack as was no logo.



The study was conducted on 1197 women in the UK covering segments who were at different life stages, relative to the menopause. Most of the respondents had never heard or seen the MTick logo before so were introduced to it via this study.

Fig. 1 - Age Profile

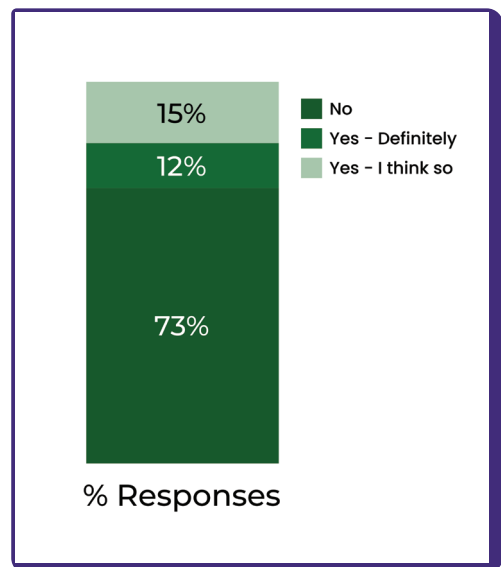


Fig. 2 - Have you seen the MTick logo before?

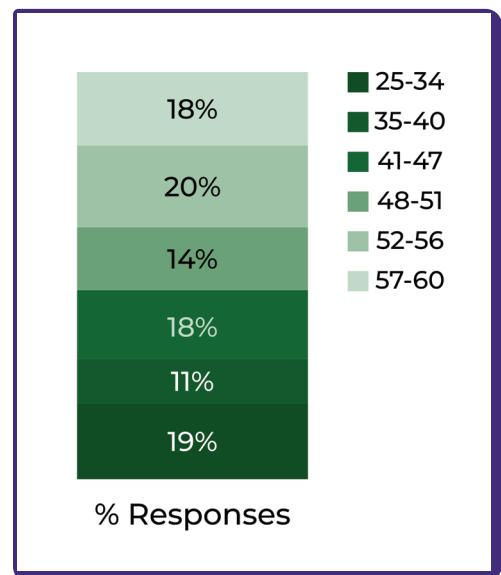
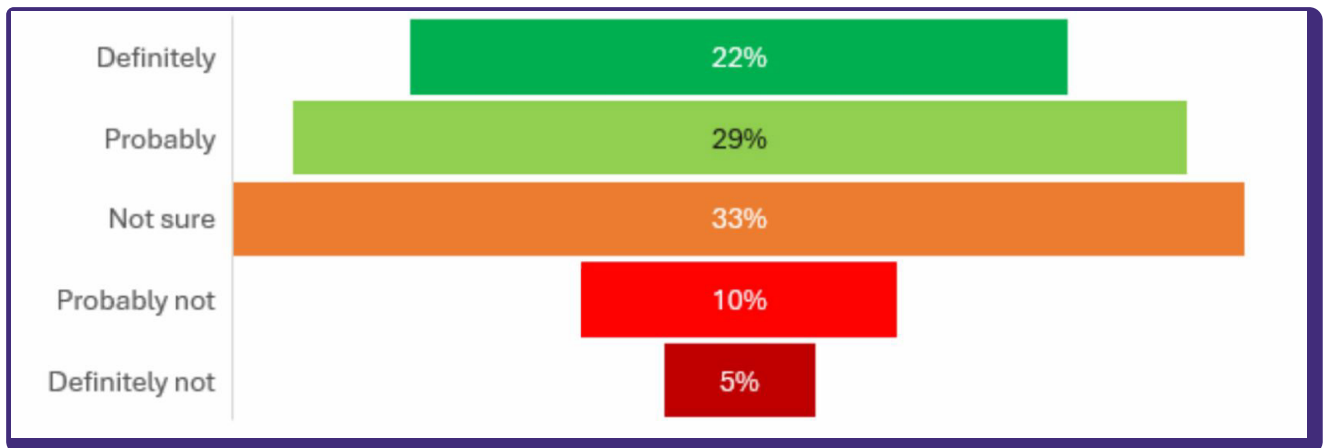


Fig. 3 – Where do you shop?

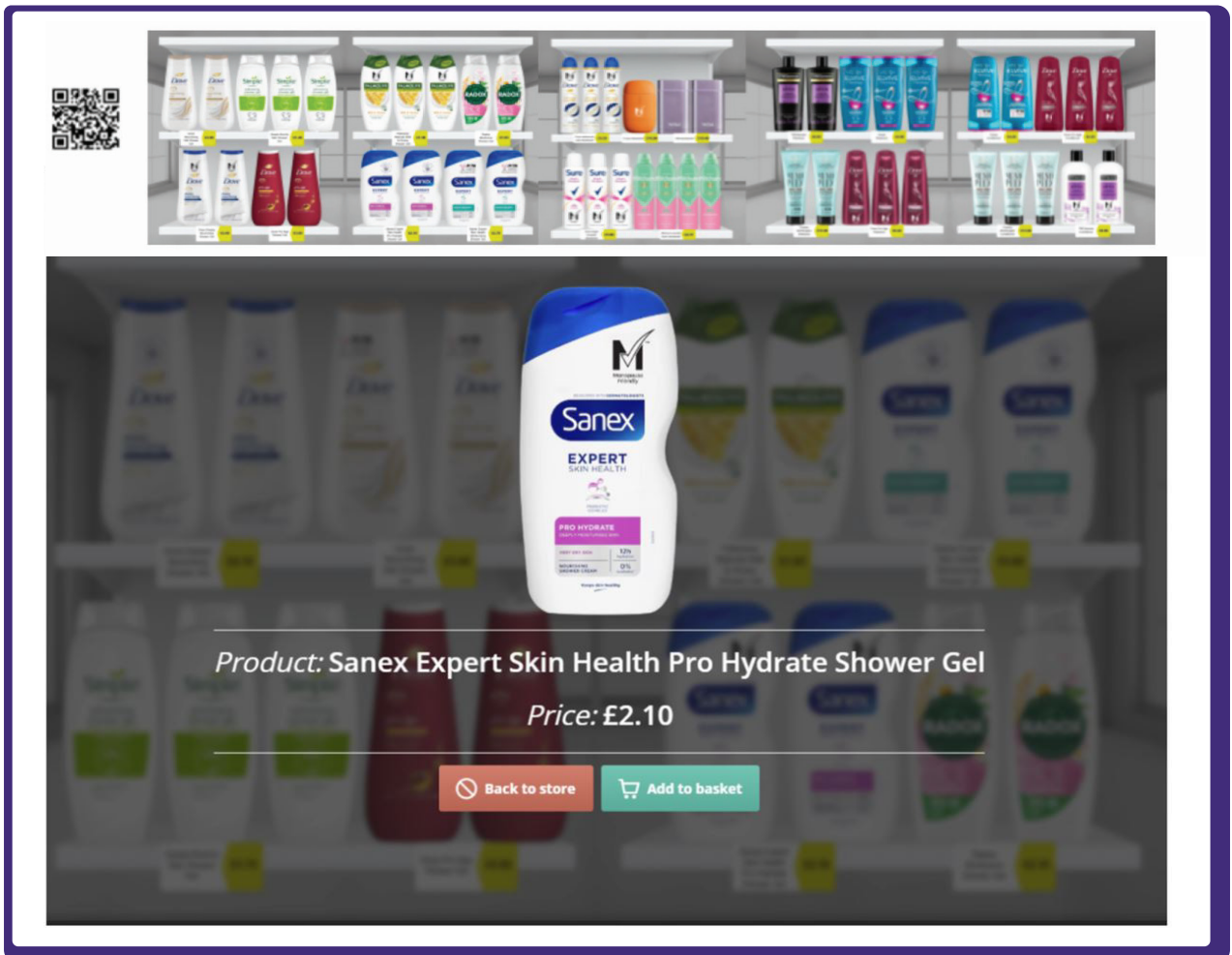


Fig. 4 – Do you think you will shop for menopause products (not HRT) to ease, relieve or support symptoms?



## Categories included

Three categories were assessed to ensure a balanced spread of need-states and brands. **Body Wash, Hair Care and Deodorants** were selected based on spread of price points and brands that are already partners of Gen-M.



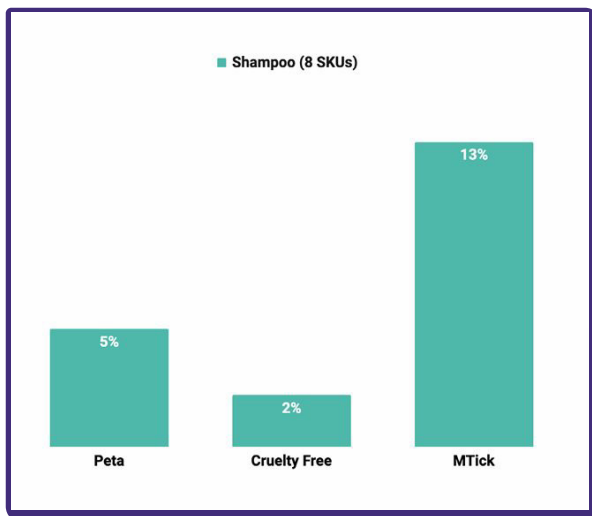
## Hypotheses to test

1. The MTick valued by women during menopause or perimenopause?
2. The MTick drives incremental volume share for brands who include it on the front of their pack?
3. The MTick does not turn off other demographics not impacted by symptoms of Menopause?

## 1. The MTick is valued by women during menopause or perimenopause.

There are two ways in which to measure if shoppers value the MTick. First is whether the tick can drive incremental share for the product. The second is measuring the change in the pricing index that the product can command due to the MTick. When compared to other on-pack claims, the MTick outperforms significantly with a 13% volume uplift when compared to products with no claim on pack. This is in an environment with no on-shelf or off-shelf promotional activity so reflects a base improvement.

Fig. 5 – Shampoo (8 SKUs) uplift vs no claim



The alternative way to look at the impact of the MTick on the brand is to see the increased brand premium that the brand can charge vs. their direct competitor. For both Radox and Dove their price premium increased +7% and +10%.

Fig. 6 – Impact of MTick on brand price premium

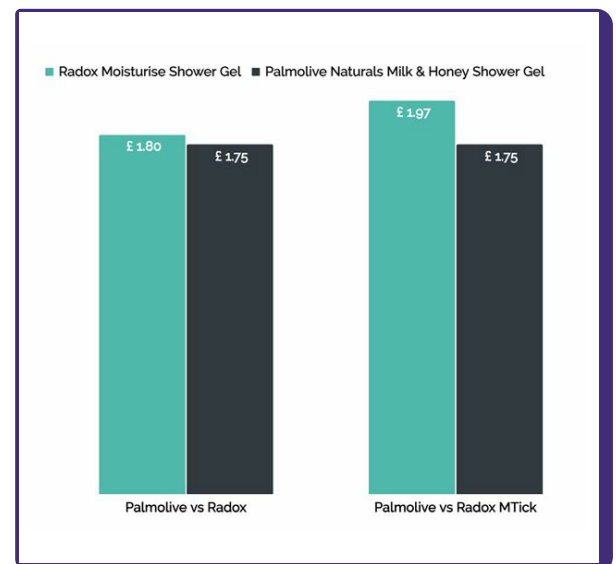
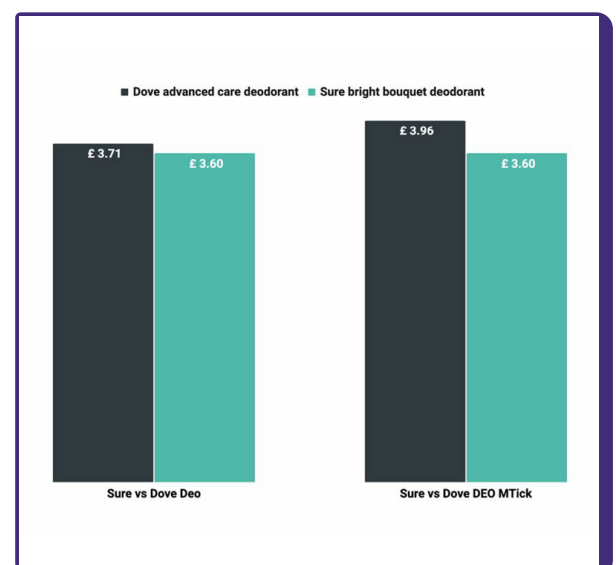


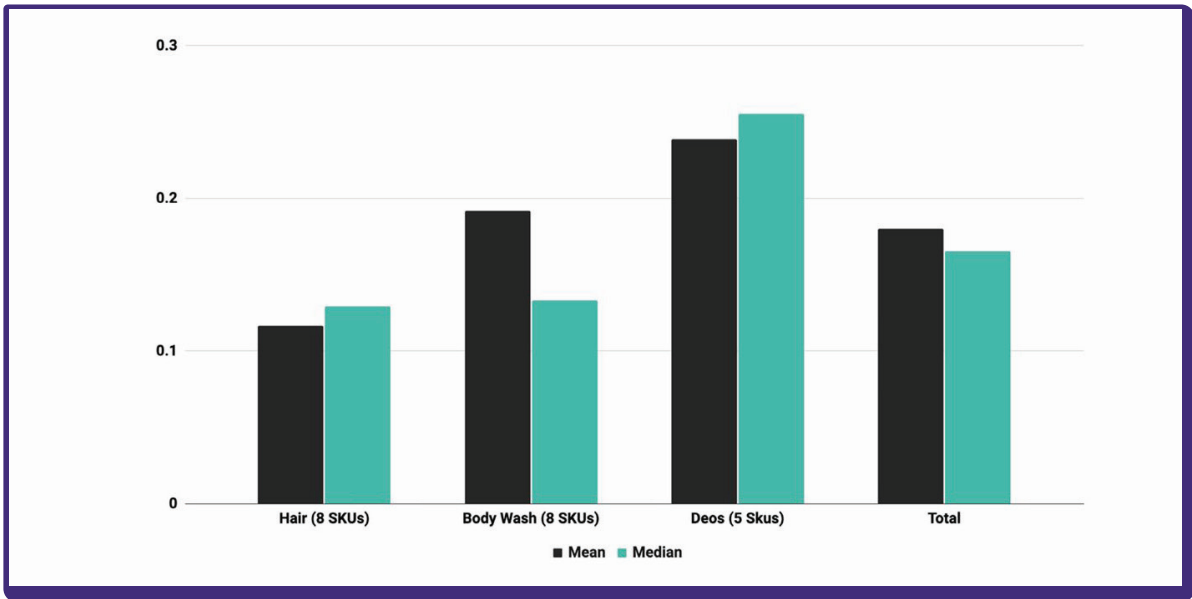
Fig. 7 – Impact of MTick on brand price premium



## 2. The MTick drives incremental volume share for brands who include it on the front of their pack?

The overall impact on volume is significant across all the categories with mean and median c 18% volume share uplift when MTick is included on pack. This should not come as a major surprise given the respondents' expressed a desire to have signposted menopause-friendly products.

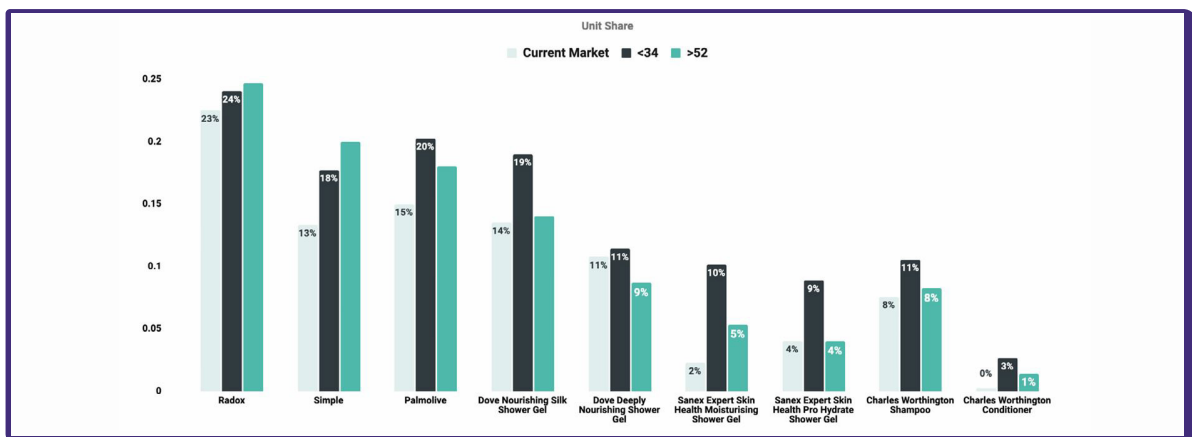
Fig. 8 – MTick logo vs alternative logos tested



## 3. The MTick does not turn off other demographics not impacted by symptoms of Menopause?

Comparing product volume share in the market with and without the MTick logo, across shopper segments under 34 and over 52, shows no negative impact on other shopper groups.

Fig. 9 – Volume share split by age segments for products with MTick



## Conclusion

### **This work leads to three key conclusions.**

First, each product responds uniquely to the MTick or other claim logos, making generalized impact estimates unreliable.

Second, all three hypotheses have been confirmed, with effects significantly surpassing those of standard on-pack claim logos, as demonstrated in studies with Michelin, Decathlon, and GenM. This heightened impact is driven by both the depth of audience engagement and its sheer scale. No other market segment experiences such dramatic shifts or the same level of brand disengagement. As a result, brands that take prompt action in this emerging movement will gain a substantial advantage over those that enter later.

Third, this study standardised the execution of the main MTick logo on front of pack and did not undertake a pack redesign to accompany it. There is an opportunity to gain further if new Brand and MTick artworks were combined for better synergy.



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