

# Best Customer Insight

Awarded for a market research or analytical project that has increased understanding of target customers and had a positive impact on strategic decision-making

## Sponsored by:



At M3 Global Research, we know that customer insight and high quality data sit at the heart of better healthcare decision-making. By supporting the Best Customer Insight category at the 2026 BOBI Awards, we're delighted to champion industry-leading teams who turn complex data into clarity, elevate customer understanding, and create meaningful, measurable impact.



## Winning Entry:

### Making Menopause Matter

**Dr Mark Thorpe**  
Truth Consulting

**Dr Matilda Andersson**  
Truth Consulting

**Kate Stratton**  
Truth Consulting

**Tim Button**  
Truth Consulting

**Sarah Sweeten**  
Bayer UK

**Clair Montgomery**  
Bayer UK

## Winners' Statement

**"Our work has helped put menopause (and women's intimate health more generally) firmly on the self-care agenda for retailers across the UK; giving women the products and services that will enable them to lead healthier and happier lives."**

## Executive Summary

CanesMeno®, a new product range developed by global healthcare business Bayer to address the needs of women experiencing menopause, launched in January 2025.

The initiative, including both products and services, was shaped directly by comprehensive research and consultancy. Every stage of development, from new product ideation to development and to in-store execution, was informed by insights gathered through a study that included a range of qualitative and quantitative approaches focusing on the lived experiences of women across the menopause experience.

The research uncovered significant gaps in knowledge and access to menopause care, with many women feeling unprepared and frequently misdiagnosed by healthcare professionals. These findings led to the creation of products such as CanesMeno® Multi Support and CanesMeno® Night, designed to alleviate the symptoms women experience.

The research also drove the development of dedicated in-store menopause fixtures and an educational app, aimed at improving visibility and providing accessible, trustworthy resources. These products and innovations are now available in more than 1,800 Boots stores and major retailers like Sainsbury's, Tesco, and Amazon.

Beyond product development, the research has reshaped the way menopause is discussed, helping reduce stigma and improve accessibility. It has had a measurable impact, making menopause care more visible and accessible, improving consumer access to relevant products, and facilitating better-informed conversations in both healthcare and retail settings.