

# **Male Menopause Support Market Forecasts to 2032 – Global Analysis By Product Type (Hormone Replacement Therapy (HRT), Dietary Supplements, Pharmaceuticals and Other Product Types), Therapy Approach (Lifestyle Modifications, Hormonal Therapy, Psychological Counseling, Alternative Medicine and Other Therapy Approaches), Route of Administration, Disease, Distribution Channel and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Male Menopause Support Market is accounted for \$1.28 billion in 2025 and is expected to reach \$2.01 billion by 2032 growing at a CAGR of 6.7% during the forecast period. Male menopause support is the clinical and lifestyle interventions designed to manage symptoms associated with age-related testosterone decline, commonly termed andropause. This support may include hormone replacement therapy, psychological counseling, nutritional guidance, and exercise regimens to address fatigue, mood changes, reduced libido, and muscle loss. It aims to improve quality of life, restore hormonal balance, and mitigate associated health risks. Tailored approaches are essential, as symptom severity and underlying causes vary among individuals

Market Dynamics:

Driver:

Increasing public discourse around men's health and aging

Public awareness campaigns, celebrity endorsements, and media coverage are encouraging men to seek support for symptoms linked to andropause. This shift is fostering demand for targeted therapies, including testosterone replacement and psychological interventions. Moreover, healthcare providers are increasingly integrating male-specific wellness programs, reflecting a broader cultural acceptance of aging-related challenges. The normalization of conversations around fatigue, mood changes, and sexual health is catalyzing market expansion.

#### Restraint:

Lack of medical recognition & vague, non-specific symptoms

Symptoms such as irritability, low libido, and sleep disturbances often overlap with other conditions, making diagnosis complex. The absence of standardized diagnostic criteria and limited inclusion in medical curricula further hinder recognition among practitioners. Additionally, many men delay seeking help due to stigma or misattribution of symptoms to lifestyle factors. This diagnostic uncertainty restricts early intervention and slows adoption of specialized support solutions.

#### Opportunity:

Growing demand for natural and holistic solutions

Herbal supplements, adaptogens, and lifestyle-based interventions are gaining traction among aging men seeking safer, long-term solutions. The market is witnessing innovation in plant-based testosterone boosters, acupuncture protocols, and integrative wellness programs. Companies are also investing in personalized nutrition and fitness platforms tailored to hormonal health. This trend aligns with the broader movement toward preventive care and self-managed aging, opening avenues for holistic product portfolios.

#### Threat:

Scientific and medical skepticism

Critics argue that age-related hormonal decline is a natural process, not requiring intervention unless clinically severe. This skepticism affects insurance coverage, regulatory approvals, and physician prescribing behavior. Furthermore, inconsistent clinical trial outcomes and concerns over long-term safety of hormone therapies

contribute to hesitancy. Such resistance may slow innovation and limit the market's ability to scale across conservative healthcare systems.

#### Covid-19 Impact:

The pandemic had a dual impact on the male menopause support market. On one hand, disruptions in supply chains and reduced in-person consultations delayed diagnoses and treatment initiation. On the other, the crisis accelerated digital health adoption, enabling remote symptom tracking and virtual counseling. Men became more attuned to their mental and physical health during lockdowns, prompting increased interest in wellness solutions. Telemedicine platforms began offering tailored hormonal assessments and therapy plans, expanding access to care.

The hormone replacement therapy (HRT) segment is expected to be the largest during the forecast period

The hormone replacement therapy (HRT) segment is expected to account for the largest market share during the forecast period due to its established efficacy in managing testosterone deficiency. Innovations in delivery formats such as transdermal patches, gels, and nasal sprays are improving patient adherence and minimizing side effects. Regulatory bodies are refining guidelines for HRT use, enhancing physician confidence and expanding its clinical application. The segment benefits from robust clinical research and growing consumer willingness to address hormonal imbalances proactively.

The psychological counseling segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the psychological counseling segment is predicted to witness the highest growth rate reflecting the rising emphasis on mental health in aging men. Cognitive behavioral therapy, support groups, and stress management programs are being integrated into comprehensive care models. Digital platforms are enabling scalable delivery of counseling services, making them accessible beyond urban centers. The stigma around male emotional vulnerability is gradually eroding, encouraging more men to seek psychological support.

#### Region with largest share:

During the forecast period, the North America region is expected to hold the largest

market share driven by advanced healthcare infrastructure and high consumer awareness. The region has a strong presence of specialized clinics offering male wellness programs, alongside active pharmaceutical R&D in hormone therapies. Insurance coverage for testosterone replacement and mental health services is more prevalent, supporting market penetration. Additionally, cultural openness toward aging-related health issues fosters early adoption of support solutions.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR fueled by demographic shifts and increasing healthcare investments. Countries like China, India, and South Korea are witnessing a surge in aging male populations, prompting demand for age-specific interventions. Traditional medicine systems such as Ayurveda and Traditional Chinese Medicine are being integrated with modern therapies, creating hybrid treatment models. Government initiatives promoting men's health and digital healthcare access are accelerating market expansion.

Key players in the market

Some of the key players in Male Menopause Support Market include AbbVie Inc., Pfizer Inc., Bayer AG, Eli Lilly and Company, Sun Pharmaceuticals Industries Ltd., Novo Nordisk A/S, Merck & Co., Inc., Renuva HRT & Wellness, TherapeuticsMD, Inc., Marion Gluck Clinic, Health & Her, Zora Health, Halozyme Therapeutics, Inc., Perrigo Company plc, Novartis AG, Endo International plc, Ferring Pharmaceuticals, and Mylan N.V.

Key Developments:

In May 2025, Sun Pharma announced completion of its acquisition of Checkpoint Therapeutics, Inc., expanding its oncology and specialty portfolio. The company also published Q4/FY results in May and management updates tied to integration and future pipeline plans.

In May 2025, Pfizer entered an exclusive global (ex-China) licensing agreement with 3SBio to develop, manufacture and commercialize SSGJ-707, a PD-1/VEGF bispecific currently in China trials. The deal gives Pfizer global rights outside China and includes options on China commercialization; Pfizer emphasized oncology pipeline expansion.

In May 2025, AbbVie announced FDA accelerated approval of EMRELIS™ (telisotuzumab vedotin-tllv) for adults with previously treated advanced non-small-cell

lung cancer (NSCLC) with high c-Met protein overexpression.

Product Types Covered:

Hormone Replacement Therapy (HRT)

Dietary Supplements

Pharmaceuticals

Other Product Types

Therapy Approaches Covered:

Lifestyle Modifications

Hormonal Therapy

Psychological Counseling

Alternative Medicine

Other Therapy Approaches

Route of Administrations Covered:

Oral

Parenteral

Transdermal

Subcutaneous

Diseases Covered:

Male Hypogonadism

Erectile Dysfunction

Loss of Libido

Androgen Decline in the Aging Male

Other Diseases

#### Distribution Channels Covered:

Health & Wellness Stores

Online Pharmacies & E-commerce

Retail Pharmacies & Drug Stores

Hospital Pharmacies

Direct-to-Consumer (DTC) Sales

Other Distribution Channels

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

### **Free Customization Offerings:**

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

## Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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