

# EXPLORING THE PREGNANCY JOURNEY FOR ELEVIT

Mexico

Full Results



May 22<sup>th</sup>, 2025

# 25-008247

© Ipsos | Elevit Consumer Shopper  
Journey | May 2025 |  
Client Use Only



# Elevit CSJ

What do we aim to find?



**EXTEND** - HELP ELEVIT TO  
KEEP ON GROWING IN MEXICO



**BOOST** - HELP ELEVIT  
STAY STRONG IN AUSTRALIA



**Emotional Factors & Key Needs** per pregnancy stage



Main **Influencers** (online / offline) & their narrative



Key **Moments** of Purchase Decision Making



Assess **Portfolio Coverage** and potential add ons



**Drivers** of Superiority to build **Competitive Strategy**



**Opportunity Targets** for Elevit along the journey



Potential needs for **Educational Support**



**Opportunities** to keep consumers along the journey

# Quantitative Consumer Shopper Journey Research Design in a Nutshell

## DATA COLLECTION

Online interviews within IIS online access panel or partner panels



## TARGET GROUP

- Females aged 18-45 years who have used supplements for fertility, pregnancy, breastfeeding or motherhood in the last 12 months\*
- Each woman was asked on her current pregnancy stage + selected questions for previous stages incl. fertility
- Additional sample of n=100 PMVS non-users in any pregnancy stage to explore their involvement, worries, potential unmet needs / category entry consideration



## SAMPLE SIZE

- Total sample: n=1.000 completes per market (incl max 100 PMVS non-users)
- Natural fallout of the following sub targets:



- **Planners:**
  - **Fertility boosting**
  - **Fertility Issues**
  - **Currently trying to conceive (TTC)**



**Pregnant women** (+ boost in Mexico)

- **Breastfeeding**
- **Other new moms**

- Quota:
  - Quota to ensure subgroup read on age: (Younger women 18-34 yo. vs. older 35-45 y.o.)
  - Quota on region (national representative)



## LENGTH OF QUESTIONNAIRE

Ø 23 minutes

Incl 4 open questions



## COUNTRIES IN SCOPE / INCIDENCES

### AMONG WOMEN 18-45 yo

- Australia: 24%
- Mexico: 28%

# Social Media Listening: Our Synthesio approach

combining AI & Human Intelligence to harness this rich data source

## Social Media as rich source

**Before or during pregnancy**, women often feel insecure and not only consult their gynecologists but **seek reassurance and information from their peers**. Many consumers turn to **Social Media** to **ask for advice, share their experience** or discuss different **treatment options**. While doing so, they come across a lot of **valuable content** that is distributed in a variety of formats by **professional influencers** such as **gynecologists** or **midwives**.

These conversations happen across a range of sources, such as **online forums, TikTok or YouTube**, or in form of **online product reviews**.

We therefore recommend that **both sides of this valuable discourse be evaluated** in a targeted manner to **better understand the topic universe related to pregnancy and the role of supplements** in a bottom-up process.

This Social Media Listening approach delivers a **unique and authentic perspective on women's current fears, needs, barriers, pain points and first-hand experiences**.

## Multi-layered insights

A Social Media Listening will generate additional insights in areas such as:

- **Digital landscape**: Key sources & protagonists
- **Key themes**, their discussion volume & development over time
- **Targeted analysis** of the following areas of tension (top-down):
  - **Morning sickness**
  - **Unplanned pregnancy**
  - **Post Partum**
  - **"Healthy mom means healthy baby?"**
- **Pain points** across the different stages of (pre-) conception and pregnancy
- Current **needs, barriers & pain points**
- **First-hand experiences** with supplements/ treatments, role of products in professionals' communication

## Methodology

- Targeted data collection across Social Media sources in Australia and Mexico using Ipsos-proprietary, award-winning **Synthesio** software
- AI-assisted pre-categorization of the data corpus, extraction of key themes
- Research-led content analysis based on most valuable content



# THE PMVS JOURNEY AT A GLANCE

- ❖ **Overall** flow, key touchpoints & pain points, opportunities for Elevit
- ❖ Her pregnancy journey – where does Elevit win and lose **by stage**
- ❖ **Opportunity targets** – (un)planned pregnancies, generation gaps

# PMVS Consumer Shopper Journey – Key Touchpoints & Pain Points

The Need	Search Info	Purchase	Use	Switch																																																																																																																																																																													
<p><b>Time to Conceive</b>  <b>43% 1-5 months</b>  <b>24% 6-12 months</b>  <b>24% more than 12 months</b></p> <p><b>Category Entry Product: PMVS ...</b>  <b>64% ... to boost fertility</b>  <b>11% ... for planning / early pregnancy</b>  <b>5% ... for later pregnancy</b>  <b>5% ... for total pregnancy</b>  <b>3% ... for breastfeeding</b>  <b>9% add-ons (Probiotics, DHA, Iron)</b></p> <p><b>Start Point for PMVS /Triggers</b>  <b>I started to use them when ...</b>  <b>15% ... we were not even trying to have a baby to boost my fertility</b>  <b>74% ... we decided to try to have a baby</b>  <b>6% ... when I went off birth control</b>  <b>12% ... I found out that I am pregnant</b></p> <p><b>Motivations for PMVS Use - Baby / Mom</b>  <b>73% support my baby's healthy development</b>  <b>72% protect my baby from birth defects</b>  <b>72% enhance immune health of me &amp; baby</b>  <b>72% support breastmilk quality</b>  <b>71% support my body during breastfeeding</b></p> <p><b>Key Worries Unplanned Pregnancies</b>  <b>77% financial implications of raising a child</b>  <b>71% my own health</b>  <b>68% impact on mom's life plans</b>  <b>65% the health of the baby</b>  <b>64% impact on mom's job / career</b></p> <p><b>Category Barriers of PMVS Non-Users</b>  <b>24% forget to take them regularly</b>  <b>24% too expensive</b>  <b>23% diet is sufficiently healthy</b>  <b>23% not relevant at my current stage</b>  <b>22% afraid of side effects on my body</b></p>	<p><b>HCP</b></p> <table border="1"> <tr> <td></td> <td>Consulted</td> <td>Brand Reco</td> <td>Elevit</td> </tr> <tr> <td>Gynecologist</td> <td>48%</td> <td>29%</td> <td>17%</td> </tr> <tr> <td>Obstetrician</td> <td>25%</td> <td>12%</td> <td>7%</td> </tr> <tr> <td>Other doctor</td> <td>18%</td> <td>8%</td> <td>5%</td> </tr> <tr> <td>Pharmacist</td> <td>12%</td> <td>6%</td> <td>3%</td> </tr> <tr> <td>Lactation Consultant</td> <td>4%</td> <td>2%</td> <td>1%</td> </tr> </table> <p>Social Media Influencers  <b>5%</b>      <b>2%</b>      <b>1%</b></p> <p><b>HCP Reco</b></p> <table border="1"> <tr> <td></td> <td>% followed the reco</td> <td>% satisfied with it (T2B)</td> </tr> <tr> <td>Gynecologist</td> <td>96%</td> <td>94%</td> </tr> <tr> <td>Obstetrician</td> <td>97%</td> <td>94%</td> </tr> <tr> <td>Other doctor</td> <td>95%</td> <td>87%</td> </tr> <tr> <td>Pharmacist</td> <td>85%</td> <td>79%</td> </tr> <tr> <td>Lactation Consultant</td> <td>91%</td> <td>86%</td> </tr> </table> <p><b>Online Info Sources Used</b>  <b>11%</b> search engine  <b>11%</b> product reviews  <b>9%</b> saw internet advertising  <b>9%</b> brand website  <b>9%</b> informed myself on healthcare pages</p> <p><b>Social Media Channels Used (n=77)</b>  <b>84%</b> YouTube  <b>69%</b> Facebook  <b>52%</b> TikTok  <b>49%</b> Instagram  <b>27%</b> X (formerly Twitter)</p> <p><b>Reach of Social Media Influencers</b></p> <table border="1"> <tr> <td></td> <td>Followed</td> <td>Known</td> </tr> <tr> <td>Yoss (Justyoss)</td> <td>27%</td> <td>66%</td> </tr> <tr> <td>Marisol de la Fuente (holasunshinee)</td> <td>27%</td> <td>59%</td> </tr> <tr> <td>Amor Eterno</td> <td>24%</td> <td>53%</td> </tr> <tr> <td>Craftingeeek</td> <td>16%</td> <td>47%</td> </tr> </table>		Consulted	Brand Reco	Elevit	Gynecologist	48%	29%	17%	Obstetrician	25%	12%	7%	Other doctor	18%	8%	5%	Pharmacist	12%	6%	3%	Lactation Consultant	4%	2%	1%		% followed the reco	% satisfied with it (T2B)	Gynecologist	96%	94%	Obstetrician	97%	94%	Other doctor	95%	87%	Pharmacist	85%	79%	Lactation Consultant	91%	86%		Followed	Known	Yoss (Justyoss)	27%	66%	Marisol de la Fuente (holasunshinee)	27%	59%	Amor Eterno	24%	53%	Craftingeeek	16%	47%	<p><b>Aware</b>      <b>Used p12m</b></p> <table border="1"> <tr> <td>Elevit</td> <td>75%</td> <td>55%</td> </tr> <tr> <td>Nestle Materna</td> <td>55%</td> <td>32%</td> </tr> <tr> <td>Previta Mom</td> <td>42%</td> <td>18%</td> </tr> <tr> <td>MaterPlus</td> <td>37%</td> <td>16%</td> </tr> <tr> <td>Regenesis</td> <td>27%</td> <td>13%</td> </tr> </table> <p><b>Brand Choice Drivers Elevit (n=499)</b>  <b>49%</b> Reco by gynecologist  <b>26%</b> Reco by obstetrician  <b>26%</b> Previous positive experience  <b>22%</b> It is a trusted manufacturer  <b>21%</b> I used it in my previous pregnancy</p> <p><b>POS Behavior - Product Comparison</b>  <b>42% prices</b>  <b>39%</b> brand reputation  <b>31%</b> # of tablets / capsules  <b>27%</b> product promises  <b>25%</b> active ingredients &amp; package sizes</p> <p><b>POS Interaction (n=752)</b>  <b>35%</b> Picked up to read the pack  <b>33%</b> Spoke to pharmacist / asked for advice</p> <p><b>Location - Place of Purchase</b>  <b>66% Pharmacy / drugstore</b>  <b>35%</b> Supermarket / grocery store  <b>21%</b> Specialty supplement retailer  <b>18%</b> Online retailer</p> <p><b>Reasons for Channel Choice - Pharmacy (n=533)</b>  <b>45%</b> easy to find the products I want  <b>44%</b> store locations are convenient for me  <b>41%</b> i can see and touch the products  <b>37%</b> has good quality brands / products  <b>30%</b> wide selection of brands / products &amp; i can be sure of the product authenticity</p>	Elevit	75%	55%	Nestle Materna	55%	32%	Previta Mom	42%	18%	MaterPlus	37%	16%	Regenesis	27%	13%	<p><b>Most Often used brand</b></p> <table border="1"> <tr> <td>37%</td> <td>Elevit</td> </tr> <tr> <td>23%</td> <td>Nestle Materna</td> </tr> <tr> <td>13%</td> <td>Regenesis</td> </tr> <tr> <td>10%</td> <td>Previta Mom</td> </tr> <tr> <td>6%</td> <td>MaterPlus</td> </tr> </table> <p><b>Usage - Switching Behavior</b></p> <table border="1"> <tr> <td></td> <td>Plan ner</td> <td>1st Trim</td> <td>2nd Trim</td> <td>3rd Trim</td> <td>Post Part um</td> </tr> <tr> <td>the brand</td> <td>15</td> <td>16</td> <td>14</td> <td>21</td> <td>16</td> </tr> <tr> <td>to bigger pack</td> <td>28</td> <td>20</td> <td>19</td> <td>7</td> <td>23</td> </tr> <tr> <td>to smaller pack</td> <td>7</td> <td>4</td> <td>8</td> <td>14</td> <td>15</td> </tr> <tr> <td>Neither</td> <td>55</td> <td>67</td> <td>58</td> <td>57</td> <td>53</td> </tr> </table> <p><b>Reasons for Brand Switch (n=417)</b>  <b>29%</b> Doctor reco  <b>24%</b> couldn't find this at POS  <b>16%</b> no longer needed for current stage  <b>14%</b> I saw ads materials from another product so that I buy the ad product  <b>14%</b> Capsule/tablet size is too big</p> <p><b>Last Purchase was an X Month's Supply</b></p> <table border="1"> <tr> <td>1</td> <td>2</td> <td>3</td> <td>&gt;3</td> </tr> <tr> <td>54%</td> <td>28%</td> <td>15%</td> <td>2%</td> </tr> </table> <p><b>Stopping Point / Category Exit</b>  <b>47%</b> as soon as my gyn recommends it to me  <b>32%</b> when I stop breastfeeding  <b>14%</b> as soon as I fall pregnant  <b>9%</b> when I had my baby  <b>9%</b> when I go back to work</p>	37%	Elevit	23%	Nestle Materna	13%	Regenesis	10%	Previta Mom	6%	MaterPlus		Plan ner	1st Trim	2nd Trim	3rd Trim	Post Part um	the brand	15	16	14	21	16	to bigger pack	28	20	19	7	23	to smaller pack	7	4	8	14	15	Neither	55	67	58	57	53	1	2	3	>3	54%	28%	15%	2%	<p><b>Brand Satisfaction (T2B)</b>  <b>93%</b> Elevit  <b>94%</b> Nestle Materna  <b>88%</b> Regenesis  <b>91%</b> Previta Mom  <b>94%</b> MaterPlus</p> <p><b>Brand for Next Purchase?</b></p> <table border="1"> <tr> <td></td> <td>Considered</td> <td>Rejected</td> </tr> <tr> <td>Elevit</td> <td>53%</td> <td>23%</td> </tr> <tr> <td>Nestle Materna</td> <td>33%</td> <td>12%</td> </tr> <tr> <td>Regenesis</td> <td>14%</td> <td>7%</td> </tr> <tr> <td>Previta Mom</td> <td>21%</td> <td>8%</td> </tr> <tr> <td>MaterPlus</td> <td>20%</td> <td>5%</td> </tr> </table> <p><b>Brand Barriers Elevit</b>  <b>often out of stock</b>      <b>25%</b>  not available where I shop      <b>18%</b>  too expensive      <b>17%</b>  different doctor reco      <b>17%</b>  no promotions      <b>10%</b>  not available in pack size      <b>10%</b></p> <p><b>Brand Barriers - Key Competitors</b></p> <table border="1"> <tr> <td></td> <td>Nestle Materna</td> <td>Regenesis</td> <td>Previta Mom</td> <td>MaterPlus</td> </tr> <tr> <td>often out of stock</td> <td>23%</td> <td>22%</td> <td>18%</td> <td>18%</td> </tr> <tr> <td>not available where I shop</td> <td>17%</td> <td>18%</td> <td>21%</td> <td>22%</td> </tr> <tr> <td>too expensive</td> <td>13%</td> <td>15%</td> <td>13%</td> <td>17%</td> </tr> <tr> <td>different doctor reco</td> <td>13%</td> <td>13%</td> <td>21%</td> <td>13%</td> </tr> <tr> <td>no promotions</td> <td>8%</td> <td>10%</td> <td>9%</td> <td>7%</td> </tr> <tr> <td>not available in pack size</td> <td>16%</td> <td>8%</td> <td>13%</td> <td>14%</td> </tr> </table>		Considered	Rejected	Elevit	53%	23%	Nestle Materna	33%	12%	Regenesis	14%	7%	Previta Mom	21%	8%	MaterPlus	20%	5%		Nestle Materna	Regenesis	Previta Mom	MaterPlus	often out of stock	23%	22%	18%	18%	not available where I shop	17%	18%	21%	22%	too expensive	13%	15%	13%	17%	different doctor reco	13%	13%	21%	13%	no promotions	8%	10%	9%	7%	not available in pack size	16%	8%	13%	14%
	Consulted	Brand Reco	Elevit																																																																																																																																																																														
Gynecologist	48%	29%	17%																																																																																																																																																																														
Obstetrician	25%	12%	7%																																																																																																																																																																														
Other doctor	18%	8%	5%																																																																																																																																																																														
Pharmacist	12%	6%	3%																																																																																																																																																																														
Lactation Consultant	4%	2%	1%																																																																																																																																																																														
	% followed the reco	% satisfied with it (T2B)																																																																																																																																																																															
Gynecologist	96%	94%																																																																																																																																																																															
Obstetrician	97%	94%																																																																																																																																																																															
Other doctor	95%	87%																																																																																																																																																																															
Pharmacist	85%	79%																																																																																																																																																																															
Lactation Consultant	91%	86%																																																																																																																																																																															
	Followed	Known																																																																																																																																																																															
Yoss (Justyoss)	27%	66%																																																																																																																																																																															
Marisol de la Fuente (holasunshinee)	27%	59%																																																																																																																																																																															
Amor Eterno	24%	53%																																																																																																																																																																															
Craftingeeek	16%	47%																																																																																																																																																																															
Elevit	75%	55%																																																																																																																																																																															
Nestle Materna	55%	32%																																																																																																																																																																															
Previta Mom	42%	18%																																																																																																																																																																															
MaterPlus	37%	16%																																																																																																																																																																															
Regenesis	27%	13%																																																																																																																																																																															
37%	Elevit																																																																																																																																																																																
23%	Nestle Materna																																																																																																																																																																																
13%	Regenesis																																																																																																																																																																																
10%	Previta Mom																																																																																																																																																																																
6%	MaterPlus																																																																																																																																																																																
	Plan ner	1st Trim	2nd Trim	3rd Trim	Post Part um																																																																																																																																																																												
the brand	15	16	14	21	16																																																																																																																																																																												
to bigger pack	28	20	19	7	23																																																																																																																																																																												
to smaller pack	7	4	8	14	15																																																																																																																																																																												
Neither	55	67	58	57	53																																																																																																																																																																												
1	2	3	>3																																																																																																																																																																														
54%	28%	15%	2%																																																																																																																																																																														
	Considered	Rejected																																																																																																																																																																															
Elevit	53%	23%																																																																																																																																																																															
Nestle Materna	33%	12%																																																																																																																																																																															
Regenesis	14%	7%																																																																																																																																																																															
Previta Mom	21%	8%																																																																																																																																																																															
MaterPlus	20%	5%																																																																																																																																																																															
	Nestle Materna	Regenesis	Previta Mom	MaterPlus																																																																																																																																																																													
often out of stock	23%	22%	18%	18%																																																																																																																																																																													
not available where I shop	17%	18%	21%	22%																																																																																																																																																																													
too expensive	13%	15%	13%	17%																																																																																																																																																																													
different doctor reco	13%	13%	21%	13%																																																																																																																																																																													
no promotions	8%	10%	9%	7%																																																																																																																																																																													
not available in pack size	16%	8%	13%	14%																																																																																																																																																																													

# Health, legal topics and a respectful treatment for pregnant women are the most pressing topics discussed online in Mexico.

## Hot Topics in Social Media

### HIV and pregnancy



**HIV rates** of women elicit critical discussions about prevention, treatment, and support for affected women.

Significant emphasis on the **importance of proper medical care** and community support systems.

**Educational campaigns** play a vital role in informing women about health risks and protective measures to ensure both maternal and infant health remain uncompromised.

**Experts** advocate for personalized healthcare strategies and comprehensive counseling to better navigate the challenges that come with HIV during pregnancy

*The parents already had HIV before they had their children, and the children contracted it during pregnancy. HIV may not cause symptoms, and without timely treatment, it can progress to AIDS, the final stage of the infection.*



### Midwifery



The history and context of midwifery in Mexico reflect a **diverse and evolving tradition**, incorporating **feminist approaches** and emphasizing physiological childbirth. Discussions highlight the significance of **postpartum care and breastfeeding** support, ensuring mothers receive the necessary information and assistance during these stages. Practices such as **self-managed gynecology** also receive attention, promoting empowered and informed decision-making among.

*Thanks also to the individuals and midwives who join this fight for life and, at no cost, voluntarily and with great quality and love, offer sexual and reproductive health services, prenatal and postnatal care to women, babies, and children on their journey.*



### Women's rights & legal abortion



The ongoing **debates about legal abortion** in Mexico underscore the legislative efforts aimed at achieving justice and **safeguarding women's rights**. Advocacy for the availability of safe, legal abortion services is ongoing, with emphasis placed on **education and policy reform** to protect women's reproductive health and ensure their autonomy.

*The local legislature stated that not criminalizing women is a right and that the safe and legal termination of pregnancy is a matter of state concern, "therefore, protecting public health and caring for women and pregnant people is a responsibility."*



# PMVS Journey by Stage (1/2)



Volume Estimate

**Target Size**  
(natural fallout among all PMVS users in the market)

**PMVS Category Entry Point**  
for X% of the women

**Target Profile**

**Needs / Motivations**

**PMVS Usage**

**Info Search**

	Fertility Boosting	Planners Fertility Issues*	Trying to Conceive (TTC)	Pregnant Women	Post Partum	
					Breastfeeding	Other New Moms
<b>Target Size</b> (natural fallout among all PMVS users in the market)	25%	28%	15%	10%	14%	21%
<b>PMVS Category Entry Point</b> for X% of the women	30%	34%	11% (planning, early preg supps)	10% (later + total preg supps)	3%	1%
<b>Target Profile</b>	59% are under 35 yo 69% already have kids <b>51% have tried for 1-5 months</b>	67% are under 35 yo 70% already have kids <b>30% have tried for 12+ months</b> Ø 3,4 products/ actions to support fertility	<b>61% are 35 +yo</b> <b>78% already have kids</b> <b>56% have tried for 1-5 months</b> Ø 3,4 products/ actions (S14) 87% started PMVS when they decided to try to have a baby	62% already have kids 52% started with fertility supps 73% started PMVS when they decided to have a baby. <b>27% only when pregnant</b>	44% started PMVS <b>only when pregnant</b> 36% 35+ yo Most are recurrent moms with 1-2 kids <b>1 in 3 new baby was unplanned</b>	42% 35+ yo Most are recurrent moms with 1-2 kids <b>1 in 3 new baby was unplanned</b>
<b>Needs / Motivations</b>	More often want to <b>compensate</b> for a less healthy lifestyle previously, <b>fight fatigue</b>	<b>Key Fertility Worries (TB):</b> <b>55% fear of not getting pregnant, 47% age-related worries, 46% finding right HCP</b>	More often want to <b>complement diet</b> with essential nutrients that may be lacking; <b>compensate</b> for a less healthy lifestyle previously <b>58% changed their diet</b>	Want to enhance immune health, support healthy development & prevent birth defects 58% changed their diet	Want to enhance immune health, support healthy development & prevent birth defects	More often want to enhance the <b>immune health</b> of me and my baby
<b>PMVS Usage</b>	Higher use of <b>vitamin D, herbal supplements,</b> 59% currently use <b>add ons</b> 56% buy 1 month supply	Higher use of <b>general multi-supplements, vitamin D, protein/amino supplements, probiotics, Myo-Inositol</b> 59% currently use <b>add ons</b> 54% buy 1 month supply	Use more <b>myo-inositol, CoQ10,</b> 42% use a supp for planning and early pregnancy combined, <b>48% only for planning</b> 49% buy 1 month supply	Highest use of <b>prenatal multi-supplements (67%), even higher for folic acid (76%)</b> 61% buy 1 month supply	Higher use of <b>iron</b> 57% buy 1 month supply	Higher use of <b>iron supplements, protein/amino; highest of general multi suppl &amp; Omega 3, herbal/botanical supps, calcium</b> 52% buy 1 month supply
<b>They all spend almost 2 hours per day online on pregnancy &amp; baby related topics</b>						
<b>Info Search</b>	Cat entry is more often triggered by <b>online recos</b> Higher use of info sources: social media, WoM, TV ads	Cat entry is more often triggered by WoM, online, ads Higher use of Info Sources: <b>pharmacist, friends, books</b> <b>53% researched online, 46% on social media (Facebook, YouTube), online product reviews, higher reach of influencers</b>	Cat entry triggered by gyn (69%), online (39%) Higher use of online search	Higher online research <b>78% find pregnancy topics very important (TB)</b>	More often reco from lactation / breastfeeding consultant (11%) <b>24% involve their partners</b>	<b>Very active in info search during fertility</b> Higher use of <b>online sources: online pharmacies, brand websites, higher reach of influencers</b>



# PMVS Journey by Stage (2/2)



	Planners			Pregnant Women	Post Partum	
	Fertility Boosting	Fertility Issues	Trying to Conceive (TTC)		Breastfeeding	Other New Moms
	<b>All target strongly following HCP advice &amp; satisfied with the reco. HCP reco is also the key category entry trigger</b>					
<b>Role of the HCP</b>	89% go for natural conception 13% already froze eggs  Only 8% know about a health condition or pre-disposition (mainly hormonal imbalance)	<b>72% consult gyn, 43% GP, 37% fertility expert, also: obs</b>  3% are in IVF treatment, 22% ovarian stimulation, 2% ICSI (87% try natural conception) <b>20% egg freezing</b> <b>13% embryo freezing</b> <b>53% health condition or pre-disposition (Mainly hormonal imbalance)</b>	2% are in IVF treatment, 29% ovarian stimulation, 1% ICSI (82% try natural conception) 11% embryo freezing 8% egg freezing 57% experienced fert. Issues	Cat entry was largely triggered by an HCP (93%)	Cat entry was largely triggered by an HCP (92%), obstetrician consulted by 1 in 3  Only 11% lactation consultant	Cat entry was largely triggered by an HCP (88%), obstetrician consulted by 1 in 3  Gyn still most often reco for Elevit (38%), but also more often reco for Regenesis (29%)
<b>Role of Diagnostics / Apps / Devices</b>	Almost half use ovulation tests, 1 in 3 fertility tests	Almost half use ovulation tests, 1 in 4 fertility tests / hormonal tracker / apps	<b>Only 1 in 3 uses</b> ovulation tests, but 61% fertility supps, 57% PMVS	Lower relevance of apps & devices, great trust in the HCP for diagnostics		
<b>Purchase Channels</b>	Stronger drivers: WoM reco	<b>More often buy in supermarkets &amp; online (24%)</b> Stronger drivers: convenience, wide selection, brand on stock	Stronger drivers: wide selection of brands,	<b>Even more often buy in pharmacies</b>		More often buy in <b>supermarkets</b> Stronger drivers: convenience, brands on stock
<b>Brand Choice drivers</b>	format	<b>Side effects, claims, POS material</b> <b>More often ask for advice</b>				<b>More often compare prices at POS</b>
	<b>Elevit is the most known, reco by gynecologists and used brand across stages, but is also rejected by 1 in 5 women</b>					
<b>Elevit vs. Competition</b>	Higher awareness for <b>Previta Mom (but: less reco by doctor)</b>	Higher awareness for <b>Previta Mom</b> , higher use of <b>Regenesis</b>	Higher awareness for <b>Ultrac</b>	Higher awareness for <b>MaterPlus, Ultrac</b> Higher use for <b>Nestle Materna and MaterPlus</b>	Highest awareness for Elevit, higher use for <b>Regenesis &amp; Autrin</b>	Higher awareness & use for <b>Regenesis, Nestle Materna, MaterPlus</b>
<b>Right to Win for Elevit</b>	<b>Open-minded target</b> <b>Competitor to Watch: PrevitaMom</b>	<b>HCP &amp; Online Presence are key</b> <b>Competitor to Watch: PrevitaMom</b>	<b>Complementing their Diet is a Key Need</b> <b>Competitor to Watch: Ultrac</b>	<b>Raise Distribution in pharmacies</b> <b>Competitor to Watch: MaterPlus</b>	<b>Attract them &amp; partners</b> <b>Competitor to Watch: Regenesis</b>	<b>Price Sensitive target</b> <b>Competitor to Watch: Regenesis</b>

# Opportunity Target Unplanned Pregnancies



	Planned Pregnancies	Unplanned Pregnancies
<b>Target Size</b> (% of PMVS users by natural fallout)	<b>72%</b>	<b>28%</b>
<b>Category Entry Point for X% of the women</b>	Higher for <b>fertility supps</b> (52% vs. 30%) as #1, #2 planning supps (21%)	Fertility supps (30%), supps for later pregnancy (21%), planning/early pregnancy (18%)
<b>Needs / Motivations</b>	50% experienced <b>fertility issues</b> (vs. 36%), key fertility worries: <ul style="list-style-type: none"> <li>• <b>Fear of not getting pregnant</b> (52% Top Box)</li> <li>• Finding the right HCP (46% TopBox)</li> <li>• Age-related fertility concerns (42% TopBox)</li> </ul>	<b>64% natural conception</b> without fertility issues (vs. 50%), key fertility worries: <ul style="list-style-type: none"> <li>• <b>Budgeting for a baby (financial tips &amp; tricks)</b> (39% TopBox)</li> </ul>
<b>Info Search</b>	<b>Higher usage of info sources</b> , Top 3: <b>73% consulted a gyn</b> in fertility stage, 46% watched content or researched the topic online, 42% consulted the GP	<b>Lower usage</b> of info sources, HCP (77% vs. 92%) and online (45% vs. 59%)
<b>Role of the HCP</b>	53% got a reco from their gyn (vs. 41%), sample from clinic/doctor (15% vs. 6%)	No sign. differences reg reco from obstetrician (25%), hospital/nurse (22%)
<b>Role of Diagnostics / Apps / Devices</b>	<b>Higher usage</b> of specific products/solutions in fertility stage: <b>50% ovulation test</b> , 30% hormonal tracker, 28% fertility test, 21% app, 42% fertility test	<b>Lower usage</b> in fertility stage: <b>33% ovulation test</b> , 9% hormonal tracker No sign. differences: 24% digital app, 20% fertility test
<b>Purchase Channels</b>	No sign. differences for purchase channels - preferred place of purchase for both subgroups: Pharmacy (64% / 58%)	
<b>Brand Choice</b>	Usage p12m: higher for <b>Previta Mom</b> (22% vs. 13%), <b>Materplus</b> (21% vs. 8%) Reason for Brand choice Elevit: higher for reco from <b>obstetrician</b> (33% vs. 19%)	No sign. differences for Brand used most often
<b>Elevit vs. Competition</b>	Main barriers to use Elevit: <b>often out of stock</b> (25%), not available where I shop (20%), too expensive (20%); No sign. differences for rejection of Elevit (23%/26%), satisfaction (92%/91% T2B); higher usage p12m of Elevit probiotics (22% vs. 8%)	Main <b>barriers</b> to use Elevit: often <b>out of stock</b> (18%), too <b>expensive</b> (18%)
<b>Right to Win / Grow</b>	<b>HCP detailing since GPs are key gatekeeper, starting in fertility stage</b> <b>Distribution to overcome accessibility barrier</b>	<b>Price positioning &amp; promotions are vital</b> <b>Also: Distribution to overcome accessibility barrier</b>

# Sharing emotions and personal stories concerning unplanned pregnancies is most relevant for women while HCPs seek to provide support and counseling.

## Unplanned Pregnancies in Social Media

### Emotional impact of unexpected pregnancies



A range of emotions, seen in numerous social media posts highlighting **personal and fictional narratives**. The surprise element often brings about a profound emotional impact on those involved, from **humorous depictions of symptoms to heartfelt stories** about navigating the challenges of an unplanned pregnancy.

*Enough already, Friday night post menstrual, I didn't want to cry and just then TikTok thought it was perfect to show me only videos of marriage proposals and pregnancy surprises 🤔🤔🤔🤔🤔🤔*



### Raising FASD\* concerns



A **crucial topic** emerging in conversations. This includes references to educational **symposiums and awareness days** dedicated to educating the public and reducing FASD occurrences.

*On March 5th, we will be participating in the Symposium "Alcohol Consumption During Pregnancy: Risks and Consequences," organized by @ANacionalMed and @COMEGOAC, with the topic: "National Challenges in Diagnosing FASD (Fetal Alcohol Spectrum Disorders)."*



### Support and resources for unplanned pregnancies



**Various support systems** mentioned for those dealing with unexpected pregnancies, including **counseling services and support groups**. These resources aim to help individuals explore their options and **make informed decisions** during such pivotal times

*Here, support is provided to women with unexpected pregnancies who are in vulnerable situations, including food, psychological care, conferences, training, and more.*



# Consumers & campaigns alike seek to raise awareness about the risks of STDs during pregnancy

## Insights on the role of HIV in pregnancy

**Pregnancy rates are higher among lower-class segments where sexual ignorance is more prevalent.**

- In Mexico, the intersection of pregnancy and HIV brings forth **critical discussions surrounding prevention, treatment, and support** for affected women.
- There is a significant emphasis on the **importance of proper medical care and community support systems**.
- Experts advocate for **personalized healthcare strategies and comprehensive counseling** to better navigate the challenges that come with HIV during pregnancy.

*Whoa... the comments are all focused on babies. The pregnancy part is the least of it! There's HIV, HPV, Herpes, Syphilis, and so on. Sexual education is so lacking that the news about the resurgence of STIs in several countries is not even surprising.*



*The parents already had HIV before they had their children, and the children contracted it during pregnancy. HIV may not cause symptoms, and without timely treatment, it can progress to AIDS, the final stage of the infection*



**Educational campaigns play a vital role in informing women about health risks and protective measures to ensure both maternal and infant health remain uncompromised.**

**Si estás embarazada o planeas estarlo, realízate la prueba de VIH**

Un diagnóstico y tratamiento oportuno reduce el riesgo de transmisión del virus a tu bebé.

Acude a tu unidad de salud más cercana o visita alguno de los Centros Ambulatorios para la Prevención y Atención en SIDA e Infecciones de Transmisión Sexual

<b>CAPASITS</b> Cuernavaca	<b>CAPASITS</b> Ayala
Lunes a viernes 07:00 a 19:30 hrs.	Lunes a viernes 07:00 a 15:30 hrs.
777 311 70 57 777 311 62 19	735 308 29 17

MORELOS LA TIERRA QUE NOS UNE | SALUD SECRETARÍA DE SALUD | SERVICIOS DE SALUD

# Bigger Context: Legal Abortion and Women's Rights

Women consider abortion a right and fight tirelessly for it.

- The ongoing debates about legal abortion in Mexico underscore the legislative efforts aimed at achieving justice and safeguarding women's rights.
- Advocacy for the availability of **safe, legal abortion services** is ongoing, with emphasis placed on education and policy reform to protect women's reproductive health and ensure their autonomy.

You said it yourself; it's a human embryo or fetus. **They have no self-awareness or experience pain**; pain receptors develop between weeks 24-26, not at 12, which is the maximum period for performing a medication abortion. (X)

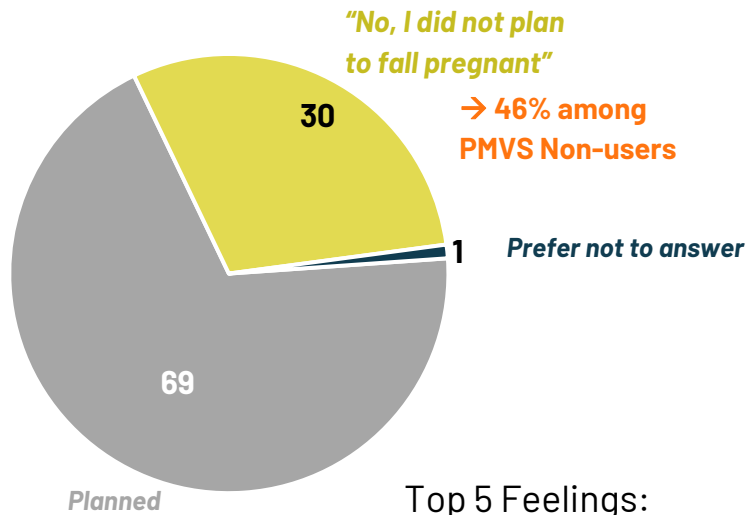
The local legislature stated that not criminalizing women is a right and that the safe and legal termination of pregnancy is a matter of state concern, "therefore, protecting public health and caring for women and pregnant people is a responsibility." (Instagram)



# Women who fell pregnant unexpectedly are worrying a lot about their financial situation.

## Opportunity Target – Unplanned Pregnancies

### Share of Unplanned Pregnancies

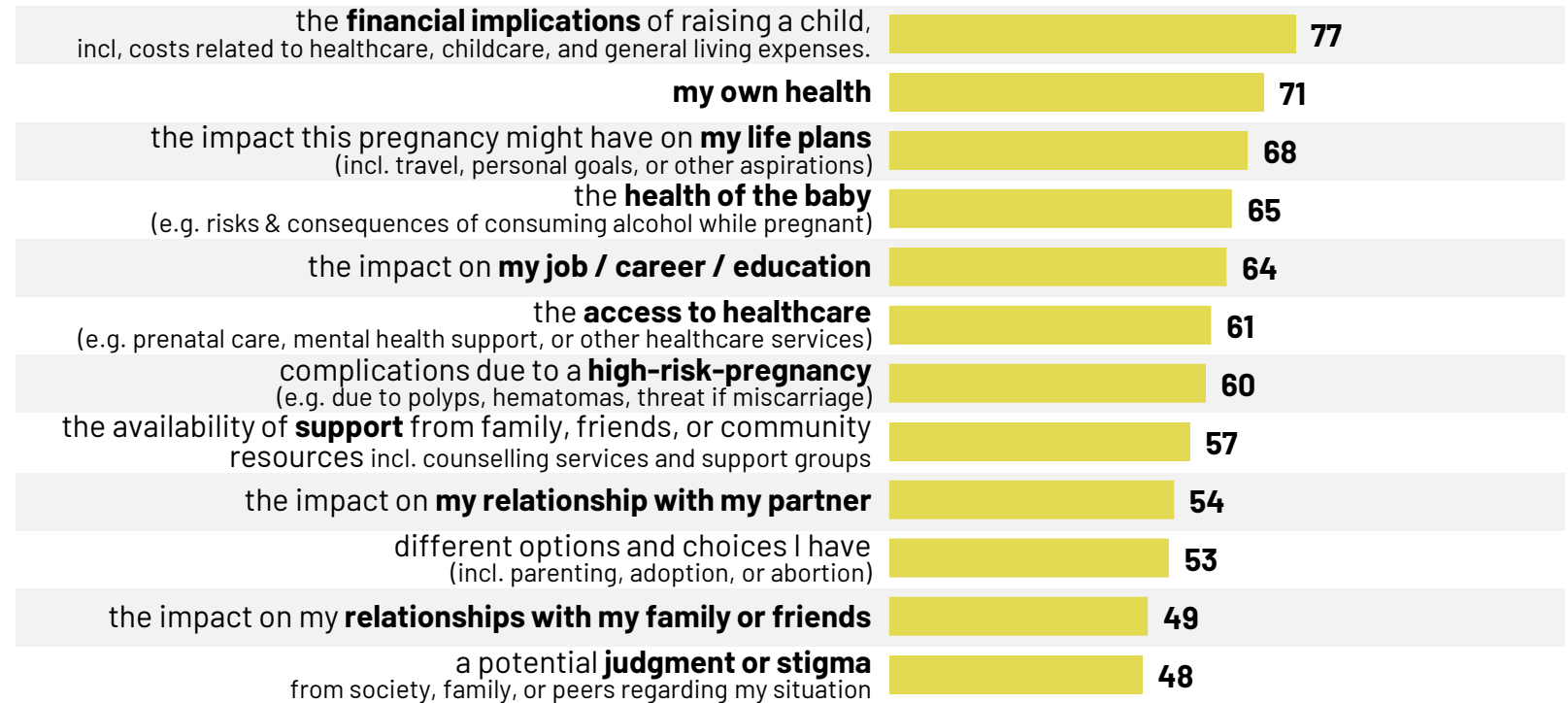


### Top 5 Feelings:

- 37% Anxious
- 29% Joyful
- 28% Nervous
- 28% Grateful
- 28% Supported

### Key Worries Unplanned Pregnancies (Top2Box Agreement)

I am worried / concerned about...



Results in %

Base: All respondents MEX, n=428, unplanned pregnancies MEX: n=128

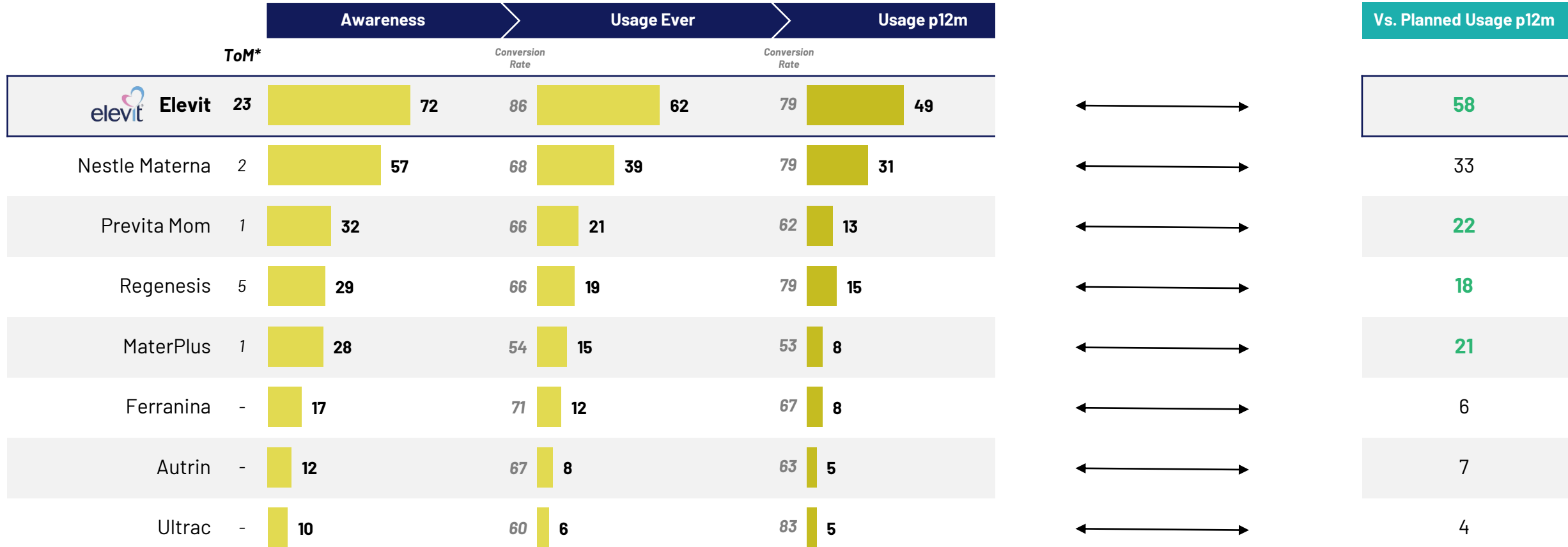
S8: Did you plan to fall pregnant beforehand?

S8a: Below you find different worries or concerns women noted in the context of unplanned pregnancies. Please indicate in how far they are describing your personal situation.

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 1 in 4 women with unplanned pregnancies recall Elevit spontaneously as their top of mind brand. Almost half have used the brand.

## Funnel among **Unplanned Pregnancies**



Results in %  
 Base: All Unplanned Pregnancies, n=109 PMVS users p12m MEX  
 B4: Which brands of ... on the below list have you ever seen or heard of before? / B5: Which brands of CATEGORY on the list have you ever used? / B6: Which of the following brands of ... have you used in the last 12 months? / B7: Which of the brands of ... on the list have you taken most often in the last 12 months?

# Opportunity Target: Geriatric Pregnancies (Millennials Moms 35+)



	Gen Z Moms	Millennial Moms
<b>Category Entry Point for X% of the women</b>	63% fertility supps (no sign. difference) Most often started when trying to have a baby (72%), no significant differences More often encouraged by <b>another doctor/hospital/nurse</b> (17% vs. 11%)	66% fertility supps Most often started when trying to have a baby (78%), no significant differences More often encouraged by a <b>gynaecologist</b> (69% vs. 60%)
<b>Needs / Motivations</b>	88% natural conception; more frequently embryo freezing (9% vs. 5%) 26% started to fertility support solutions before starting trying to conceive, 35% after 1-5 months trying to conceive (vs. 20% among Millennial moms) but still: 49% experienced fertility issues Awareness: 27% know tat they have a pre-disposition (vs. 19%) 7% consulted a <b>midwife</b> (vs. 3%)	87% natural conception; more frequently supported with fertility medication for ovarian stimulation (21% vs. 13%) 32% started to fertility support solutions before starting trying to conceive, 16% after <b>more than 12 months trying to conceive</b> (vs. 7% among Gen Z Moms) <b>49% experienced fertility issues</b> Higher usage of prenatal supps (59% vs. 48%) and fertility supps (58% vs. 48%). Higher relevance of <b>diet improvement</b> (63% vs. 52%)
<b>Info Search</b>	Most relevant in fertility : gyn (63%), <b>online research/content</b> (37%), GP (37%), social media (33%) More time spent online regarding pregnancy topics (on average 3.0 hours vs. 2.7 hours) 84% find the topic (very) important (T2B), less than millennial moms (91%) 36% already have kids, mainly one (43%)	Higher relevance of <b>gyn</b> (73% vs. 63%), <b>podcast</b> (27% vs. 21%) Higher usage of <b>healthcare pages</b> as information source (11% vs. 7%) Spend 2.7 hours on average online on pregnancy content, 91% find the topic (very) important 57% already have kids, mainly two (47%)
<b>Emotions &amp; Worries</b>	Less concerned	More <b>fearful</b> (16% vs. 11%) <b>Age-related fertility concerns</b> (83% vs. 61% T2B), concerns about health risks from fertility treatments (75% vs. 67% T2B), struggles to navigate healthcare system (69% vs. 61%)
<b>Role of Diagnostics/ Apps/Devices</b>	40% used ovulation tests, 26% fertility tests, 21% digital apps, 20% hormonal trackers - not sig. 76% of online shoppers use their phone to buy (no sign. differences)	42% used ovulation tests, 24% fertility tests, 21% digital apps, 27% hormonal trackers - not sig. 72% of online shoppers use their phone to buy (no sign. differences)
<b>Purchase Channels</b>	Preferred purchase channel is <b>pharmacy</b> /drugstore (57%), due to convenient location (45%), "can see and touch the products" (43%); <b>10% buy online</b>	Preferred purchase channel is pharmacy /drugstore (57%), due to convenient location (44%), "can see and touch the products" (40%); 8% buy online
<b>Brand Choice</b>	Instore behavior: 41% compare prices, 38% brand reputation (no sign. differences) 93% followed their HCPs reco	Instore behavior: <b>44% compare prices</b> , 39% brand reputation (no sign. differences) 94% followed their HCPs reco
<b>Elevit is the strongest brand, they are highly satisfied and would recommend it to others</b>		
<b>Role of Elevit</b>	57% have used Elevit p12m (#1), most often reco from gyn (45% but lower vs. millennial moms), higher relevance of "provides a unique benefit" (23% vs. 12%) Main barriers: often out of stock (24%), not available (18%), too expensive (17%) 58% are completely satisfied, 95% (T2B) would recommend it to family/friends	<b>51% have used Elevit p12m (#1), more often reco from gyn</b> (55% vs. 45%) 95% (T2B) would recommend Elevit to family/friends Main barriers: often out of stock (25%), not available (19%), too expensive (17%) 65% are completely satisfied, 99% (T2B) would recommend it to family/friends (higher vs. Gen Z)
<b>Switching Behavior</b>	Higher for "It is <b>recommended by the influencer</b> I follow so I would not change" (66% vs. 55% T2B)	Higher for " <b>Sticking to brand used most often</b> makes it easy for me to shop" (93% vs. 88% T2B), I <b>feel closer to brand used most</b> often than to other brands (91% vs. 87%), There is <b>nothing I really dislike</b> in brand used most often (90% vs. 83%)
<b>Right to Win / Grow</b>	<b>Raise Distribution &amp; Ensure Online Presence</b>	<b>Raise Distribution &amp; consider portfolio stretch into fertility issues</b>

# In Mexico, age is less a topic than health and care implications that go along with a high-risk pregnancy and maintaining of fertility.

## Late (geriatric) pregnancies in Social Media

### High-risk pregnancy management (mostly HCP perspective)



**Special care:** emphasis on specialized care and consultations crucial for managing high-risk pregnancies, addressing conditions like diabetes, urinary infections, and hypertension. This care ensures tailored medical attention to prevent complications and optimize maternal and neonatal outcomes.



**Complications:** personal accounts of complications during high-risk pregnancies, such as polyps, hematomas, and threats of miscarriage, underscore the necessity for vigilant medical care. Such stories highlight importance of continuous monitoring and adherence to appropriate medical protocols to manage potential risks .



**Protocols:** references to updated guidelines and protocols for managing labor in high-risk pregnancies stress the importance of adhering to best practices. These protocols are essential for healthcare providers to ensure safe delivery and minimize complications.

*Did you know that high-risk pregnancies affect thousands of women worldwide? Factors like pre-existing medical conditions and complications during pregnancy can influence their course. It's important for women to stay informed and receive proper support to ensure a healthy pregnancy for both mother and baby*



### Maintaining fertility

**Fertility and egg freezing:** conversations about measuring ovarian reserve and the egg-freezing process reflect growing interest in fertility preservation. Addressing the costs involved, these discussions highlight essential considerations for individuals looking to delay childbearing while maintaining reproductive options.



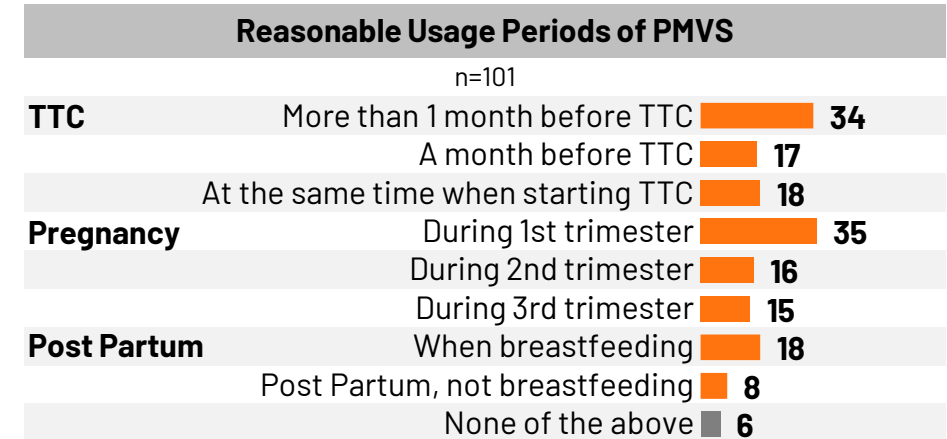
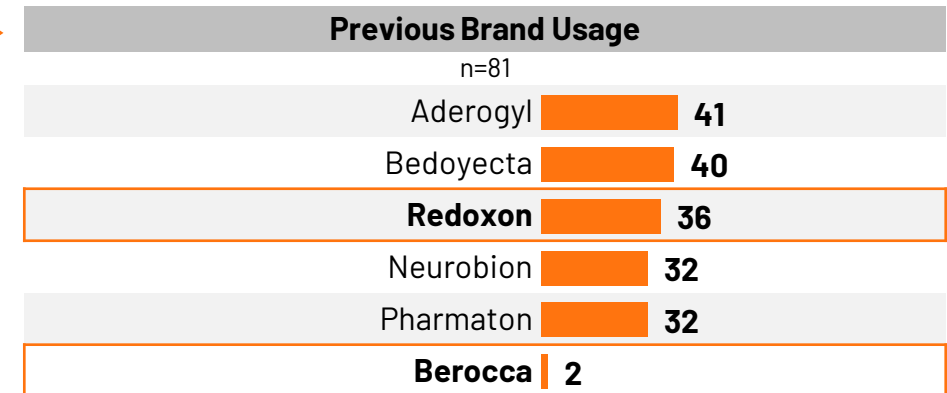
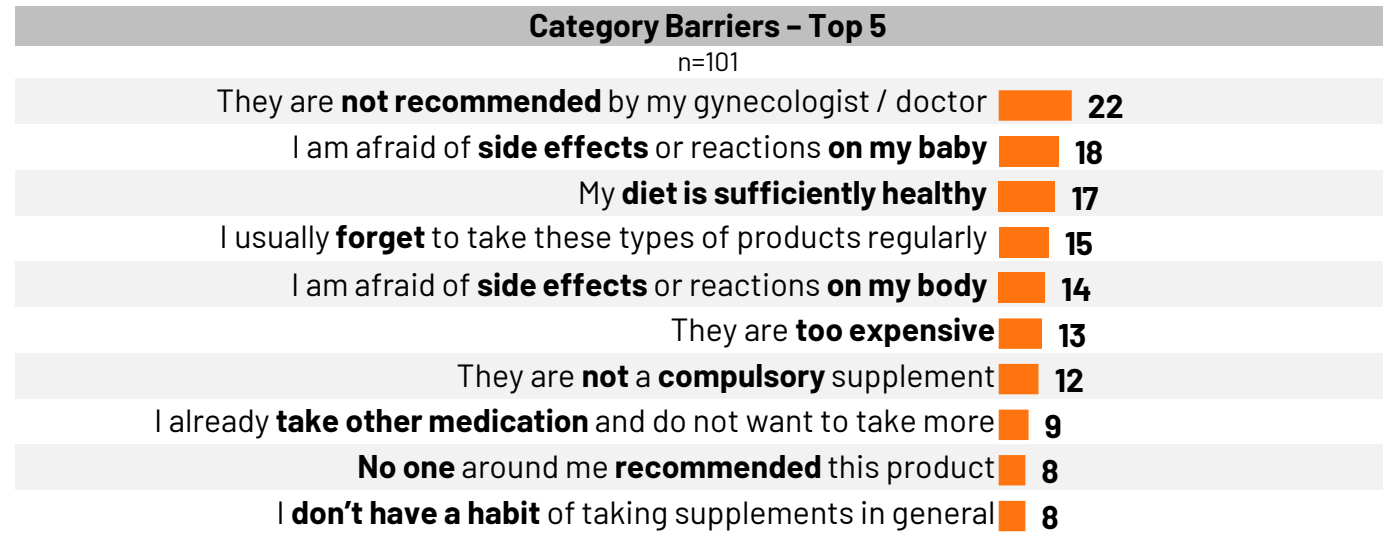
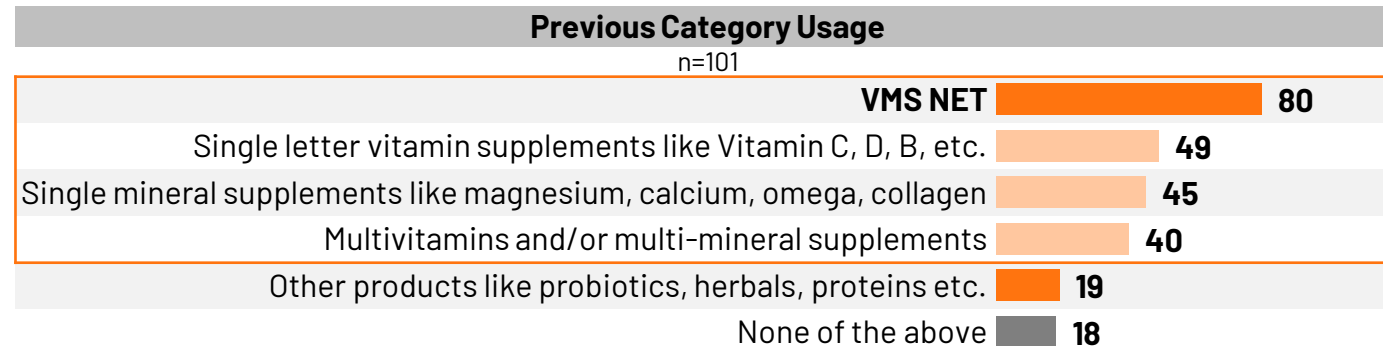
*@Arluppc It's even a good age to freeze eggs. Besides, you can get pregnant well into your 40s with In Vitro Fertilization using donated eggs.*



*From my experience, the in vitro procedure is not a scam to me; it's a long story because of everything I went through with my wife—the emotional and financial strain that it entails—but in my case, I have the fortune of my daughter, who is now 16 years old, and it was thanks to that procedure.*

# Most of the women have used vms before. Only 1 in 3 think it is reasonable to take PMVS before falling pregnant. Lack of doctor's reco and fear of reactions on the baby are main category barriers.

## Category Barriers for Non-Users



Results in %, Base: All Non-User AUS, Non-Category Users with previous category usage, S01: Independent from your current pregnancy journey, have you ever used any of the following products before? / S02: Which of the below products have you ever used? / S03: To what extent were you satisfied or unsatisfied with the following brands that you used before? / S05: Do you agree to any of these statements? / S06: During which periods do you consider the usage of nutritional pregnancy supplements reasonable?

# THANK YOU.

[Antje.Kaiser@ipsos.com](mailto:Antje.Kaiser@ipsos.com)

[Simone.Paetzel@ipsos.com](mailto:Simone.Paetzel@ipsos.com)

[Robert.Lindner@ipsos.com](mailto:Robert.Lindner@ipsos.com)

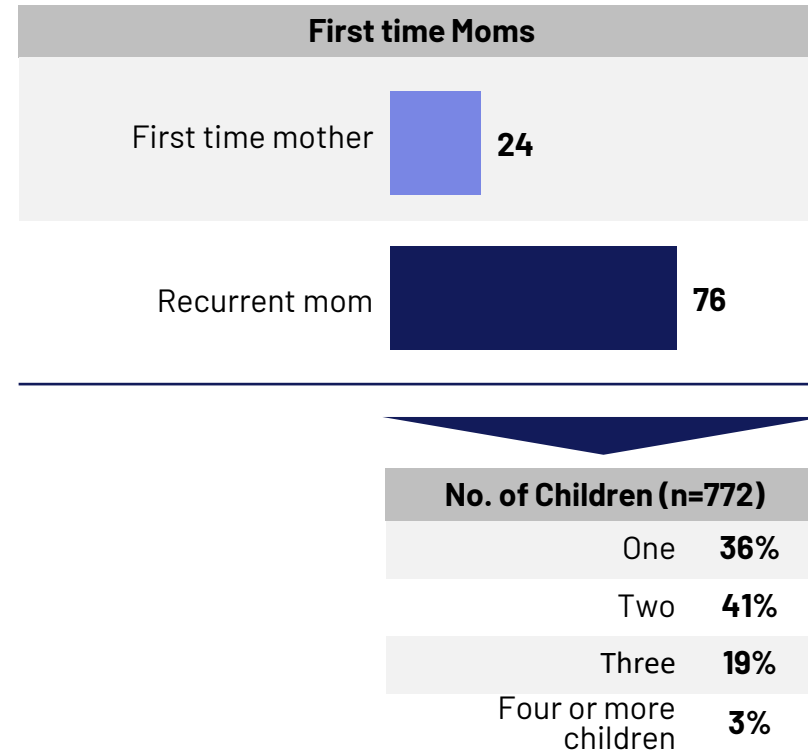
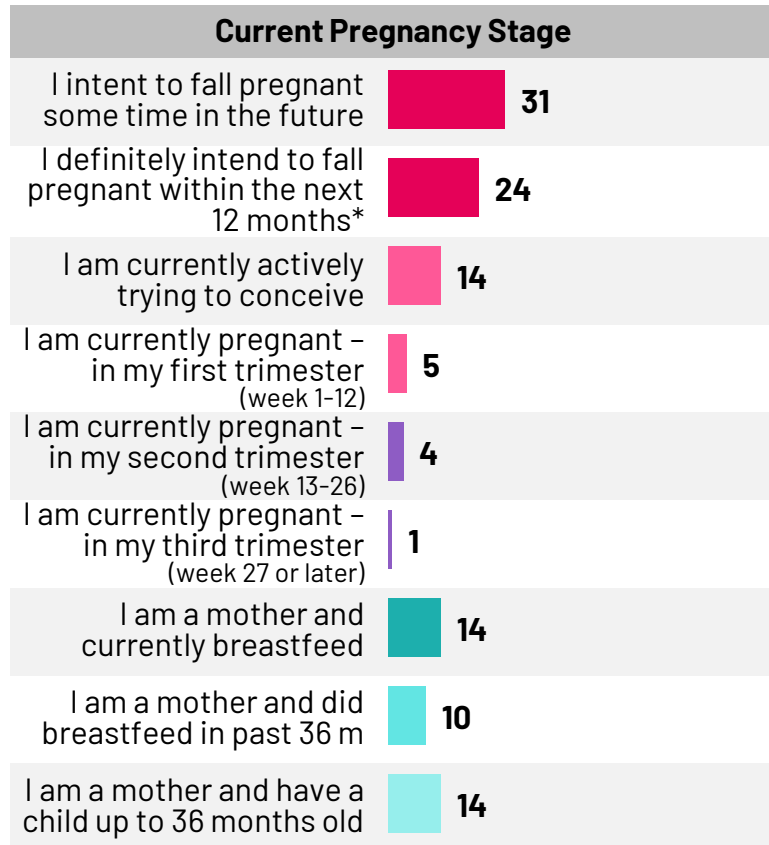
# MEXICO



## The PMVS Category

# The Pregnancy Journey in Mexico

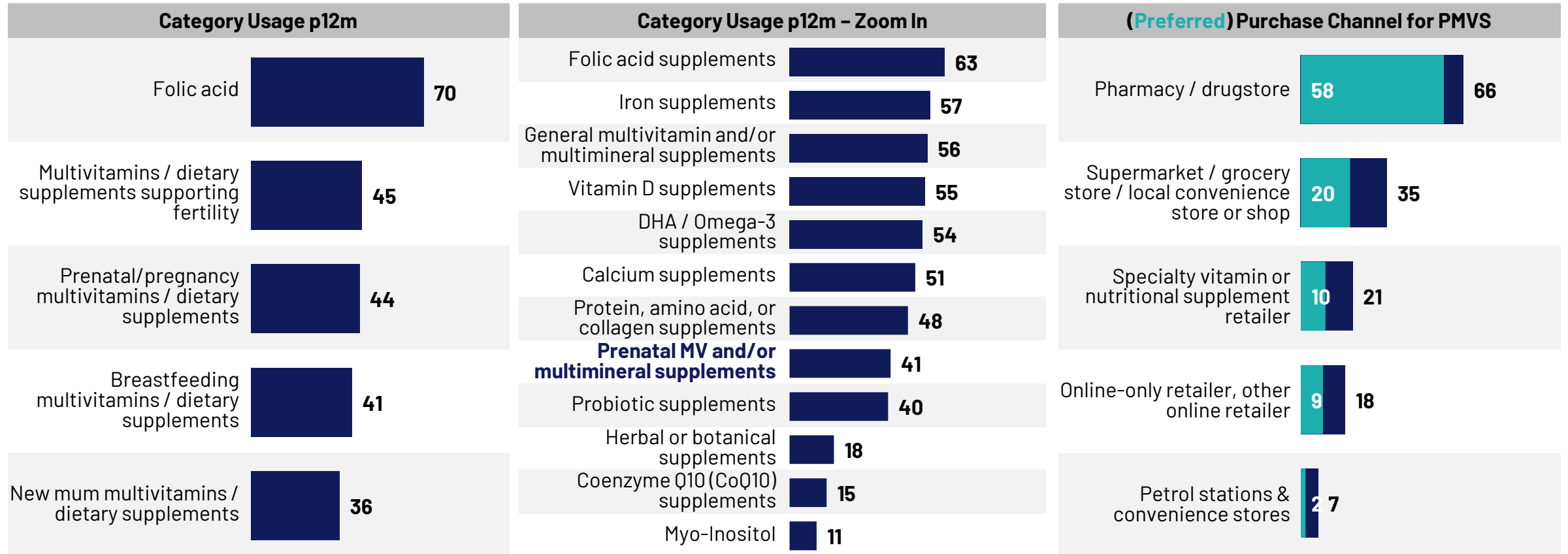
## Sample Composition



Results in %, \* provided that there are no significant changes in my life that prevent me from doing so  
 Base: All respondents, n=1.016 MEX  
 S6: You mentioned you ... Will this be/Is this your first child? / S7: How many biological children do you have? / S5: Which of the following applies to you?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# The Mexican PMVS Users

## Sample Composition PMVS Users



Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 S4: Which of the following types of products have you used in the past 12 months? / S4a: And which of the below product types did you use exactly? /  
 Q12: From which of these places did you get your CATEGORY? / Q12c: And where do you prefer to buy your CATEGORY?

# Almost 3 in 4 women taking PMVS also took folic acids in the past 12 months.


## Category Usage Past 12 Months / Zoom-In

	Folic acid supplements n=576	Iron supplements n=523	Vitamin D supplements n=506	General MV and/or multimineral supplements n=510	DHA/Omega-3 supplements n=493	Calcium supplements n=467	Protein, amino acid, or collagen supplements n=435	Prenatal MV and/or multimineral supplements n=372	Probiotic supplements n=364	Herbal or botanical supplements n=168	Coenzyme Q10 (CoQ10) supplements n=138	Myo-Inositol n=100
Folic acid supplements	100	74	66	63	66	68	63	71	64	62	62	69
Iron supplements	67	100	65	61	62	69	63	62	62	65	63	59
Vitamin D supplements	58	63	100	61	65	65	66	58	66	67	69	62
General MV and/or multimineral supplements	56	60	62	100	61	62	67	59	67	65	62	57
DHA/Omega-3 supplements	56	59	63	59	100	61	65	57	63	65	78	65
Calcium supplements	55	62	60	56	57	100	58	54	59	60	57	52
Protein, amino acid, or collagen supplements	48	53	57	57	57	54	100	49	59	60	64	64
Prenatal MV and/or multimineral supplements	46	44	42	43	43	43	42	100	46	51	59	42
Probiotic supplements	41	43	47	48	47	46	49	45	100	61	64	50
Herbal or botanical supplements	18	21	22	21	22	22	23	23	28	100	32	19
Coenzyme Q10 (CoQ10) supplements	15	17	19	17	22	17	20	22	24	26	100	27
Myo-Inositol	12	11	12	11	13	11	15	11	14	11	20	100

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 S4: Which of the following types of products have you used in the past 12 months? / S4a: And which of the below product types did you use exactly?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# 2 in 3 pregnant women took PMVS – even more took iron. Highest variety of products used among women with fertility issues and other new moms.

## Category Usage Past 12 Months / Zoom-In - by Stage




	Fertility Boosting n=225	Fertility Issues n=259	Trying to Conceive (TTC) n=136	Pregnant n=95	Breastfeeding n=131	Other New Moms n=191
Folic acid supplements	59	64	65	76	65	61
Iron supplements	52	60	57	57	64	63
Vitamin D supplements	58	63	54	44	48	59
General MV and/or multimineral supplements	51	63	57	49	47	68
DHA/Omega-3 supplements	55	56	57	44	48	61
Calcium supplements	47	51	58	61	48	58
Protein, amino acid, or collagen supplements	46	58	51	38	36	56
Prenatal MV and/or multimineral supplements	36	37	50	66	45	40
Probiotic supplements	32	47	44	32	34	44
Herbal or botanical supplements	22	19	17	14	14	27
Coenzyme Q10 (CoQ10) supplements	13	18	21	14	8	21
Myo-Inositol	8	13	17	9	10	9

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 S4: Which of the following types of products have you used in the past 12 months? / S4a: And which of the below product types did you use exactly?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# Only 2 in 3 pregnant Elevit users claim to use PMVS – while 1 in 3 does not identify Elevit as a PMVS – even higher in the other stages.

## Zoom-In on Elevit Users - Category Usage Past 12 Months by Stage



elevit Users in	Fertility Boosting n=118	Fertility Issues n=142	Trying to Conceive (TTC) n=79	Pregnant n=55	Breastfeeding n=75	Other New Moms n=101
Folic acid supplements	57	65	76	84	63	65
Iron supplements	51	67	66	60	63	75
Vitamin D supplements	58	69	58	40	51	60
General MV and/or multimineral supplements	53	68	59	55	48	72
DHA/Omega-3 supplements	52	58	59	47	51	61
Calcium supplements	51	61	63	67	49	60
Protein, amino acid, or collagen supplements	46	63	56	35	37	60
<b>Prenatal MV and/or multimineral supplements</b>	36	42	61	64	51	48
Probiotic supplements	32	54	47	27	35	46
Herbal or botanical supplements	25	21	16	11	12	27
Coenzyme Q10 (CoQ10) supplements	11	22	25	13	7	23
Myo-Inositol	8	14	22	7	5	11

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 S4: Which of the following types of products have you used in the past 12 months? / S4a: And which of the below product types did you use exactly?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# Elevit is the strongest brand across users of different product types. Women taking Coenzyme Q10 more often used Bioceuticals and Natalis. Those looking for calcium or DHA more often used Swisse.

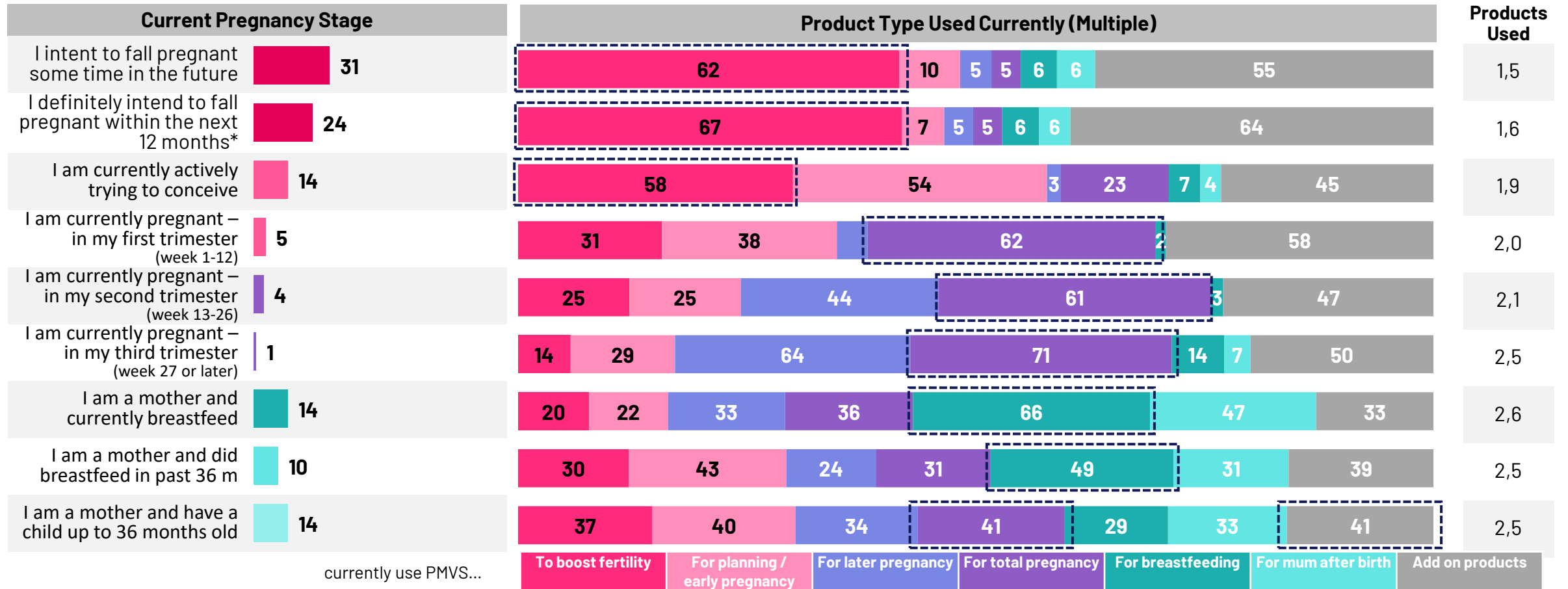
## Brand Usage by Product Type Users

	Folic acid supplements n=576	Iron supplements n=523	General MV and/or multimineral supplements n=510	Vitamin D supplements n=506	DHA/Omega-3 supplements n=493	Calcium supplements n=467	Protein, amino acid, or collagen supplements n=435	Prenatal MV and/or multimineral supplements n=372	Probiotic supplements n=364	Herbal or botanical supplements n=168	Coenzyme Q10 (CoQ10) supplements n=138	Myo-Inositol n=100
<b>elevit</b>	57	59	57	57	55	61	58	61	57	58	57	56
Nestle Materna	32	33	33	33	33	36	34	31	36	36	38	40
Previta Mom	19	20	20	18	21	20	18	25	18	24	20	12
MaterPlus	17	16	20	18	20	16	20	24	20	24	24	16
Regenesis	14	14	15	15	15	14	15	17	15	13	16	11
Ferranina	7	9	8	7	9	9	7	8	8	11	10	6
Ultrac	5	5	5	5	5	5	7	4	7	8	5	4
Autrin	5	7	6	7	7	5	7	6	6	8	5	6

Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 B6: Which of the following brands of ... have you used in the last 12 months? / S4a: And which of the below product types did you use exactly?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# 2 in 3 pregnant women in Mexico claim to use a product for “total pregnancy”.

## PMVS Category Usage MEX by Pregnancy Stage



Results in %, \* provided that there are no significant changes in my life that prevent me from doing so

Base: All respondents, n=915 PMVS users p12m MEX

S5: Which of the following applies to you? / Q1\_1: Thinking of your current pregnancy journey, please select all the products you have used so far - from the start of your pregnancy journey up to now? Answers shown for: currently

# Half of the women across stages already use Elevit. Nestle Materna is a stronger competitor during pregnancy and post partum.

## Brand Used in the Past 12 Months

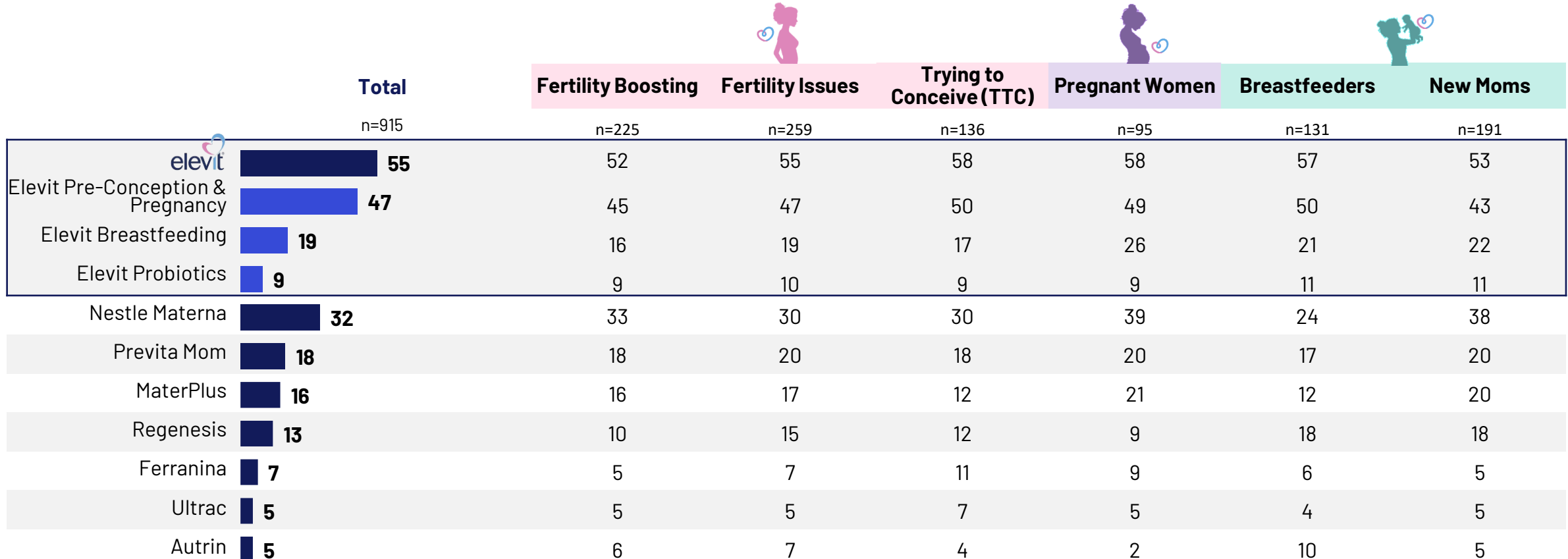


	Fertility Boosting n=225	Fertility Issues n=259	Trying to Conceive (TTC) n=136	Pregnant n=95	Breastfeeding n=131	Other New Moms n=191
elevit	52	55	58	58	57	53
Nestle Materna	33	30	30	39	24	38
Previta Mom	18	20	18	20	17	20
MaterPlus	16	17	12	21	12	20
Regenesis	10	15	12	9	18	18
Ferranina	5	7	11	9	6	5
Autrin	6	7	4	2	10	5
Ultrac	5	5	7	5	4	5

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 B6: Which of the following brands of ... have you used in the last 12 months?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# Only 1 in 5 women in post partum have used the Elevit Breastfeeding SKU p12m.

Brand Used in the past 12 months / SKU Usage p12m Elevit by Stage



Results in %



Base: All respondents, n=915 PMVS users p12m MEX

B6: Which of the following brands of ... have you used in the last 12 months? / Q31: Of the brands of ... you used in the past 12 months which products did you use exactly?

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Elevit users are most loyal with 1 in 5 that also used Nestle Materna in the past 12 months while almost half of the competitor users also used Elevit p12m.

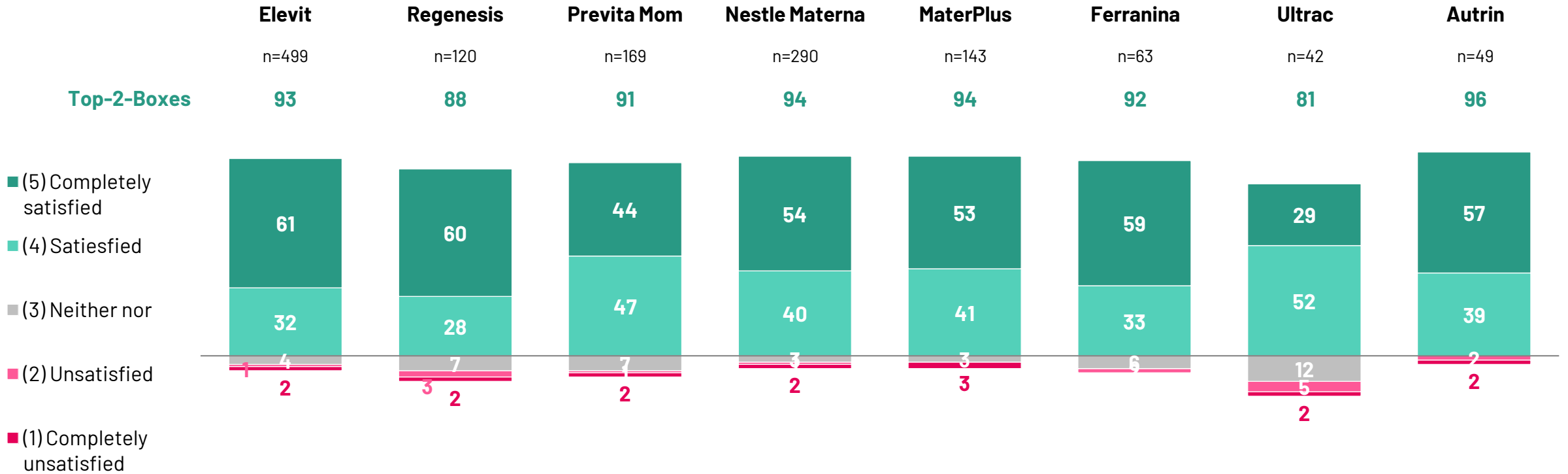
## Brand Used in the Past 12 Months – Cross Use

	 n=499	Nestle Materna n=290	Previta Mom n=169	MaterPlus n=143	Regenesis n=120	Ferranina n=63	Autrin n=49	Ultrac n=42
	100	38	46	48	43	46	41	29
Nestle Materna	22	100	24	37	15	27	37	10
Previta Mom	15	14	100	20	13	21	16	21
MaterPlus	14	18	17	100	16	13	18	17
Regenesis	10	6	9	13	100	8	14	17
Ferranina	6	6	8	6	4	100	16	10
Autrin	4	6	5	6	6	13	100	19
Ultrac	2	1	5	5	6	6	16	100

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 B6: Which of the following brands of ... have you used in the last 12 months?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# Elevit brand satisfaction is very strong, but Regenesis is able to keep up.

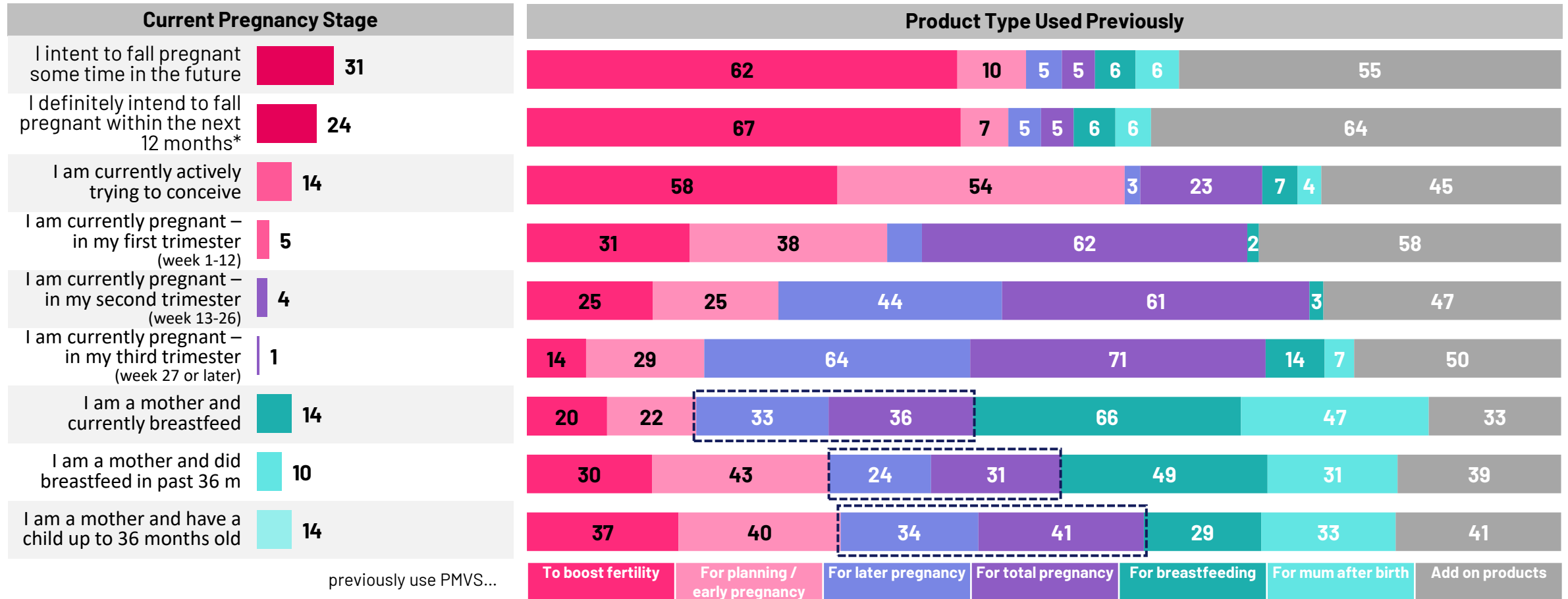
## Brand Satisfaction



Results in %  
 Base: Brand users p12m  
 Q27: To what extent are you satisfied or unsatisfied with each of the following brands of ... that you used in the past 12 months?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Only 1 in 3 breastfeeding women have used a planning / pregnancy supplement previously.

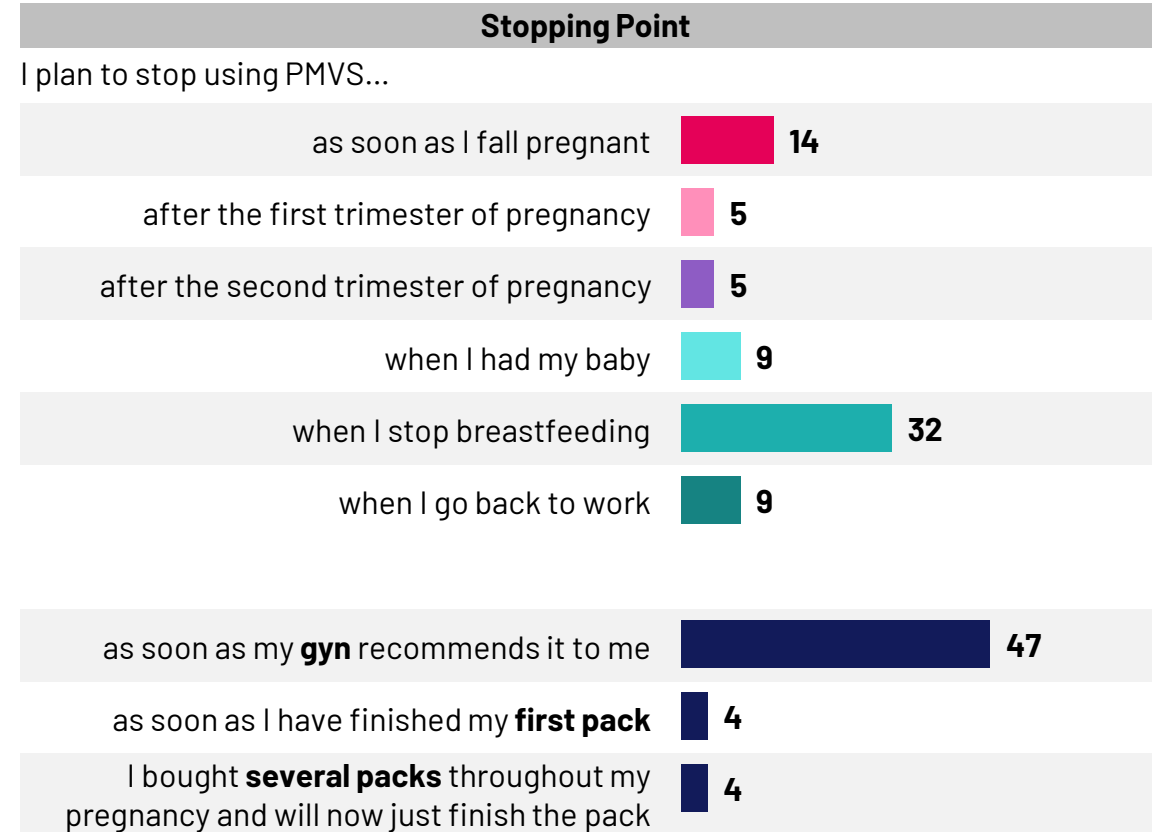
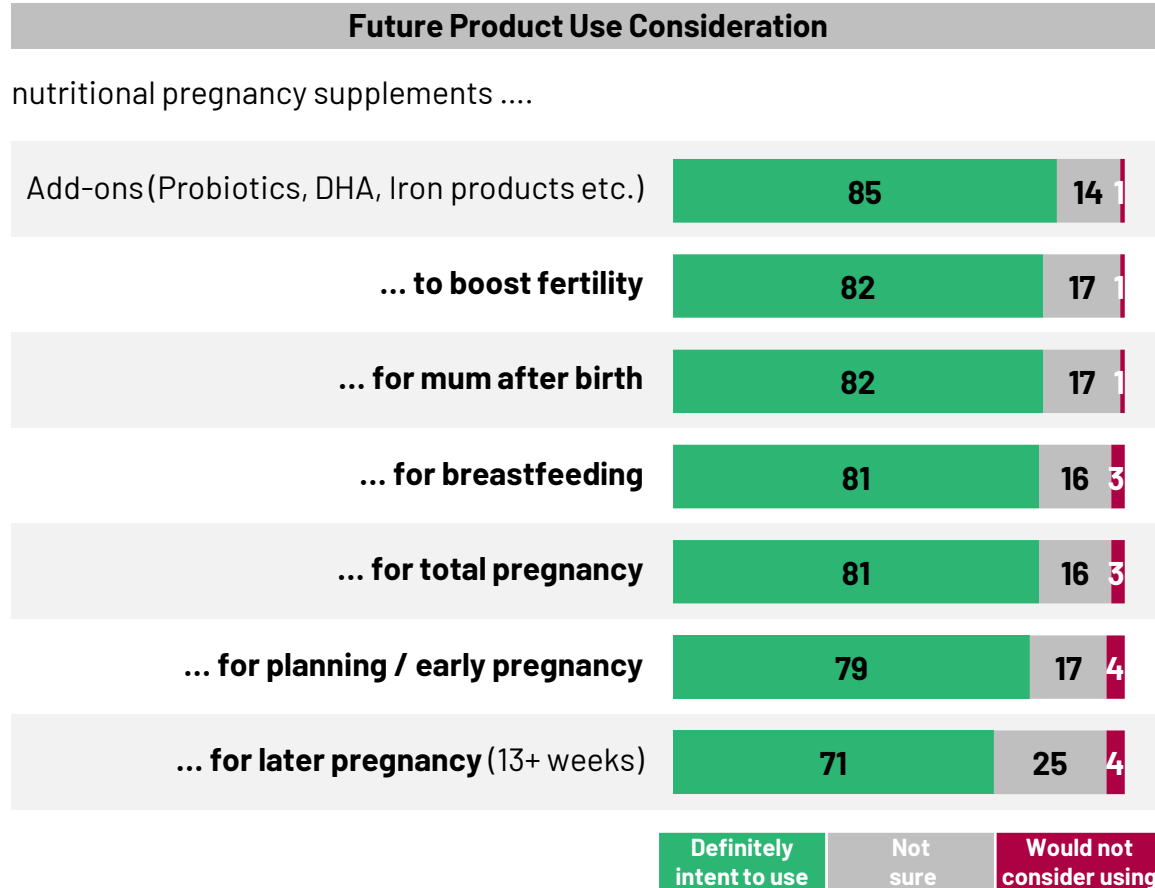
## Moving through the Stages



Results in %, Base: All respondents, n=915 PMVS users p12m MEX  
 S5: Which of the following applies to you? / Q1: Thinking of your current pregnancy journey, please select all the products you have used so far - from the start of your pregnancy journey up to now? Answers shown for: previously  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Most Mexican women intend to use PMVS until stage 3 and plan to stop after breastfeeding. Half would follow their doctors reco to stop.

## Category Exit Point



Results in %, Base: All respondents, n=915 PMVS users p12m MEX  
 Q36: Thinking about the weeks and months ahead, do you already know which products you plan to use?, Q37: At which point do you plan to / would you stop using any nutritional pregnancy supplements?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# How does she feel?

## Emotional Factors



**Optimistic**  
Excited  
Joyful  
Supported  
Grateful



**Joyful**  
Optimistic  
Excited  
Grateful  
Supported



Joyful  
Excited  
Optimistic  
Grateful  
**Confident**



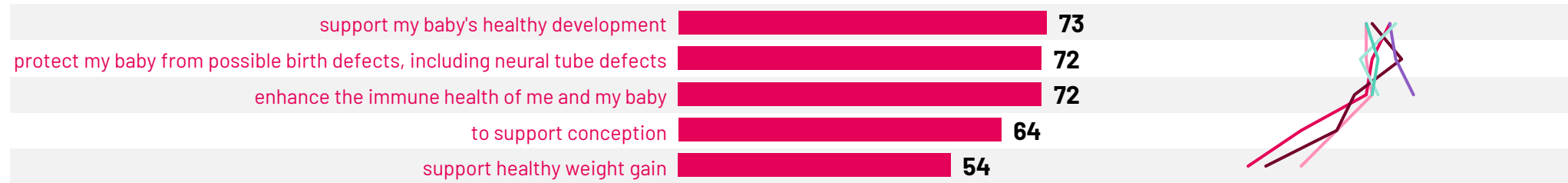
Results in %. Base: All respondents, n=915 PMVS users, 18-49m MEX  
Q40: We would like to know how you currently feel -  
at this stage in your (pre-)pregnancy journey?

# PMVS users show a high motivation especially around baby's needs.

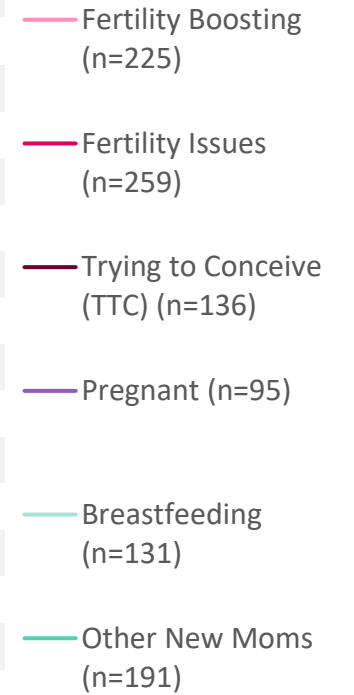
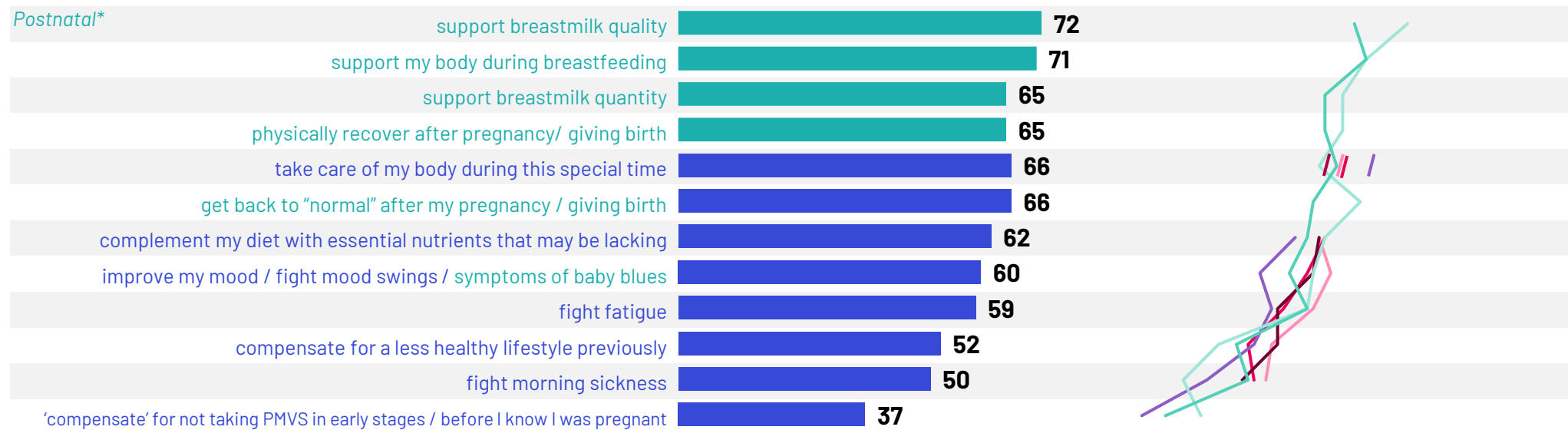
## Key Needs / Motivations for PMVS Usage (TopBox Agreement)

I want to...

### Baby's Needs



### Mom's Needs



Results in %, Base: All respondents, n=915 PMVS users p12m MEX, \*only asked to new moms

Q4: Below you find different motivations for using XXX? Please indicate in how far they are describing your personal motivation. Please select one answer per motivation. 5pt scale, answers shown for topbox (5 = "absolutely")

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Besides gaining scientific facts and treatments, feeling part of a community sharing experiences and anecdotes is important.

## Social Media Deep Dive on Morning Sickness



### Scientific insights and facts correcting misconceptions about morning sickness

Fascinating scientific discoveries, such as role of protein GDF15 produced by fetus in causing nausea help clarifying common misconceptions, like that sickness stems from an unconscious rejection of the fetus. Also exploring alternative causes for symptoms beyond pregnancy, such as dietary habits or general health conditions.

*Dizziness? Nausea? You're not pregnant, my friend! Dehydration, fatigue, confusion in thoughts, ringing, and more symptoms.*



### Emotional support, sense of community and humor

Frequent discussion and trending topic of symptoms and challenges of nausea and vomiting during pregnancy, sharing a multitude of personal anecdotes and seeking advice. Within these exchanges, there's a strong sense of community, with members offering empathy and practical advice. Humor plays an essential role as users enjoy sharing memes and funny anecdotes about pregnancy quirks, including exaggerated cravings and the inevitable physical changes.

*I'm envious of pregnant women who never experienced nausea or heartburn. With each passing day, I feel like I can't take it anymore. I'm even scared to eat :(*



### Medical treatments and advice to manage morning sickness

Wide array of shared remedies ranging from ginger, vitamin B6 supplements, and herbal teas, to icy treats and specific types of cookies. Additionally, users recommend certain products known to alleviate discomfort, emphasizing the importance of consulting healthcare professionals for personalized advice and effective management strategies.

*🍌🍌🍌 Maintaining a healthy diet during the first trimester of pregnancy is vital for your baby's development and your own well-being. 🤢🤢 However, for some women, this can be quite a challenge, as we begin to experience symptoms like nausea, vomiting, decreased appetite, among other things. 📷*

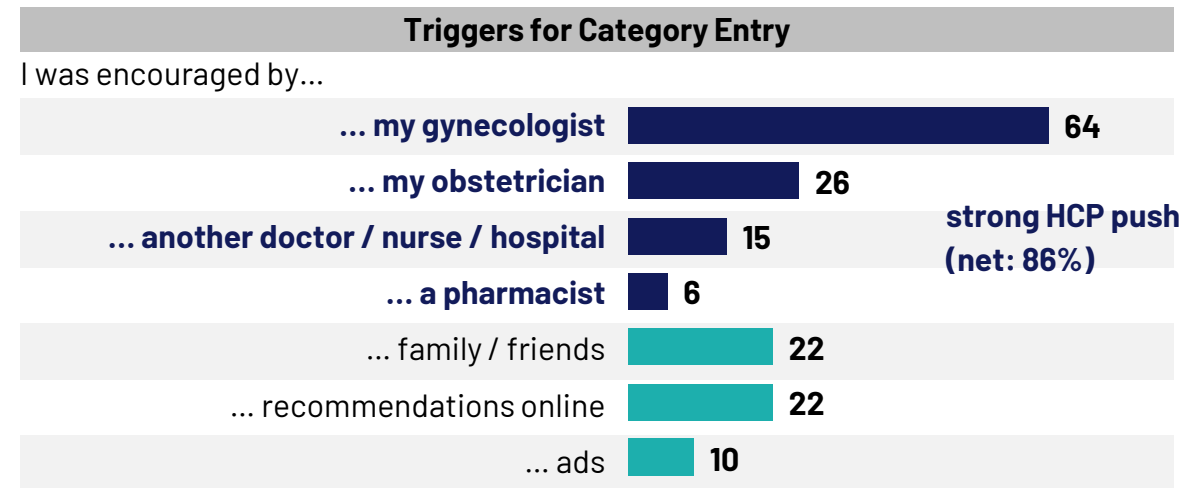
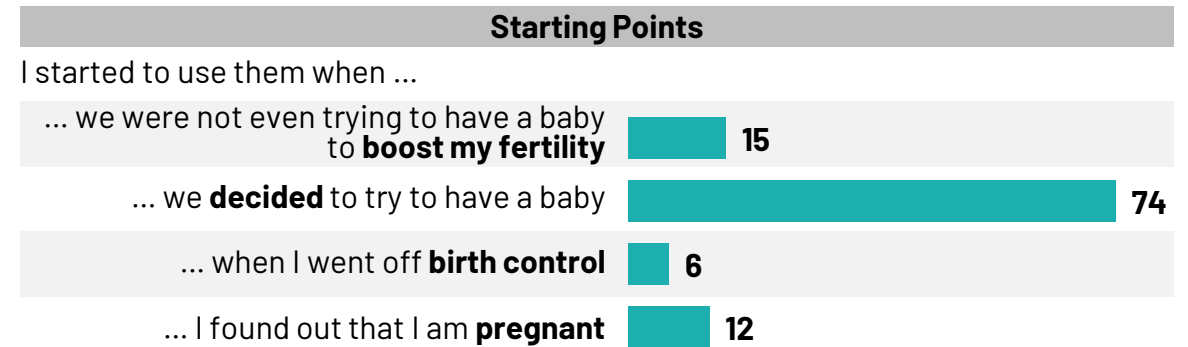
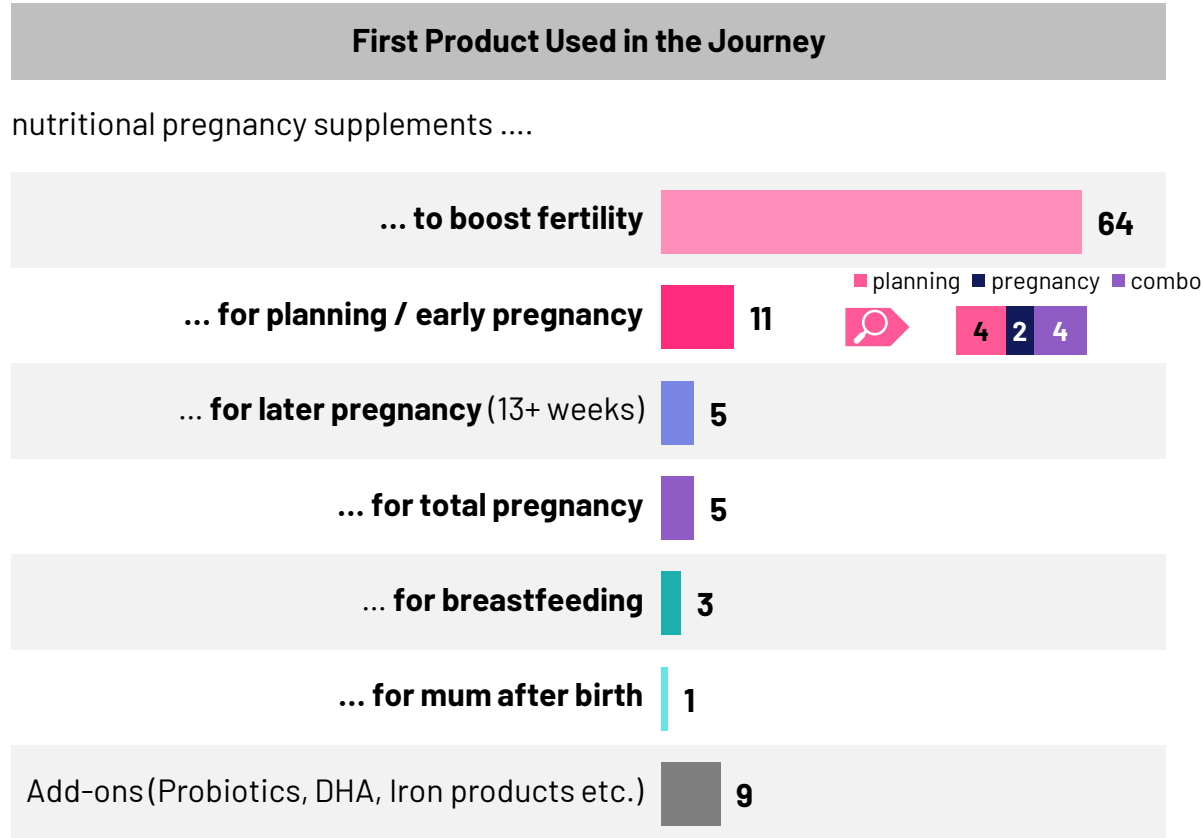
# DEEP DIVE FERTILITY



2 in 3 PMVS users start with supplements to boost their fertility – long before they actively try to conceive

# 2 in 3 Mexican PMVS users start using pregnancy related supplements in order to boost their fertility.

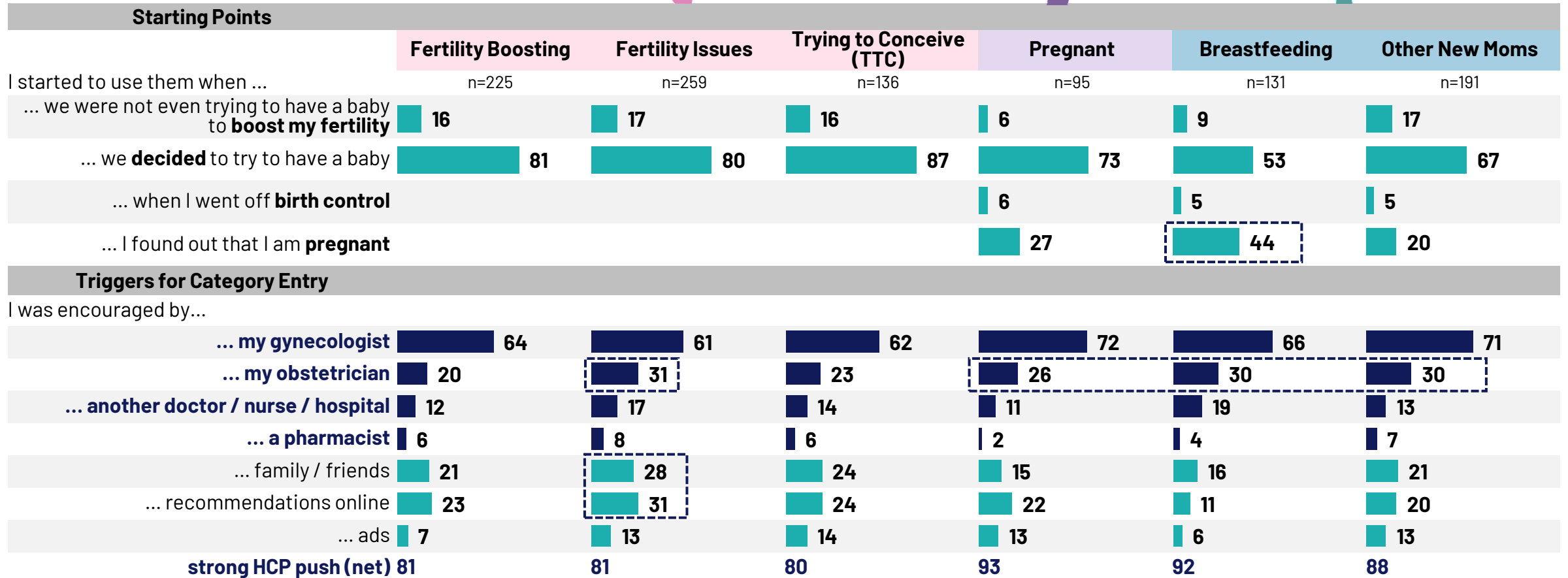
## Category Entry Point MEX



Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 Q1: Thinking of your current pregnancy journey, please select all the products you have used so far - from the start of your pregnancy journey up to now?,  
 Q2 / Q2a: Thinking about the time you started using XXX, which of the following applies to your situation?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 3 in 4 pregnant women in Mexico started using PMVS prior to falling pregnant. Category entry is strongly triggered by HCPs across stages.

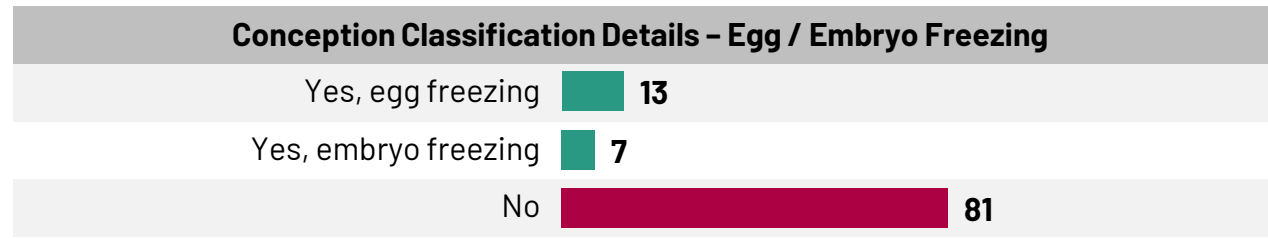
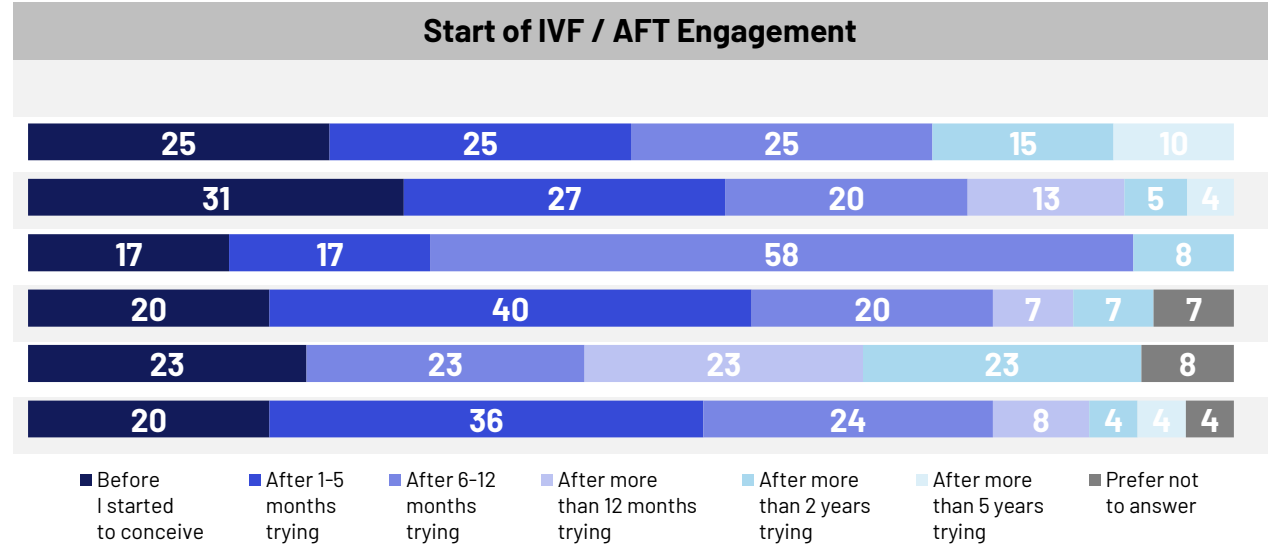
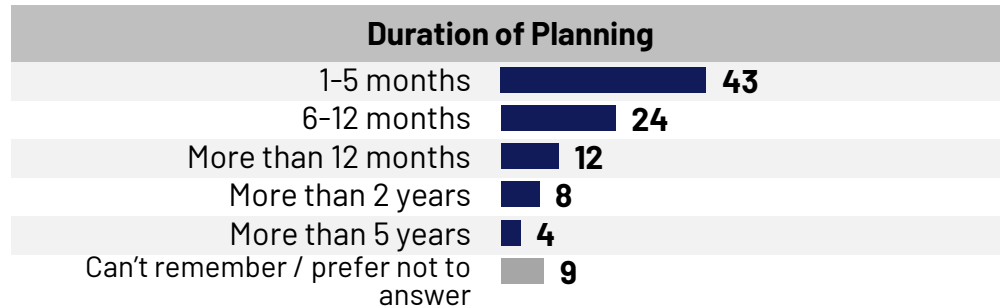
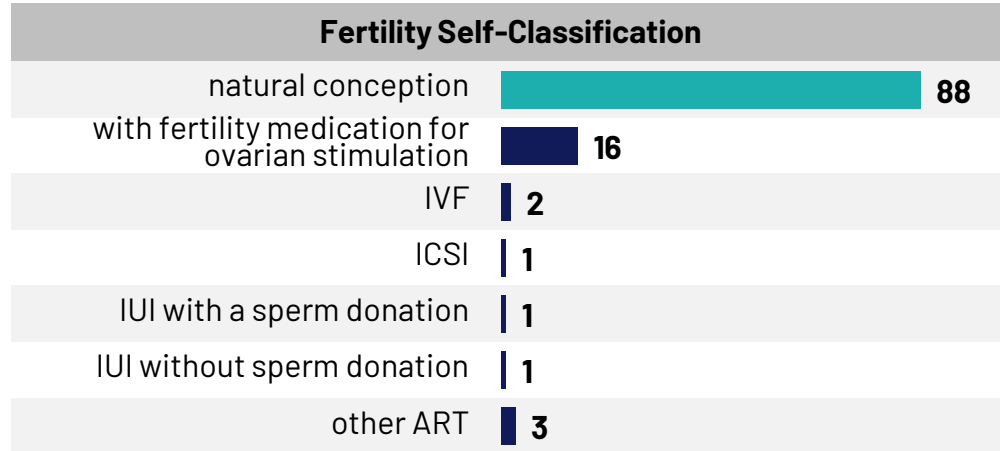
## Category Entry Point MEX



Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 Q2 / Q2a: Thinking about the time you started using XXX, which of the following applies to your situation?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 1 in 3 PMVS users tried to conceive for 12+ months and for 1 in 5 their journey involved cryopreservation.

## Deep Dive Fertility



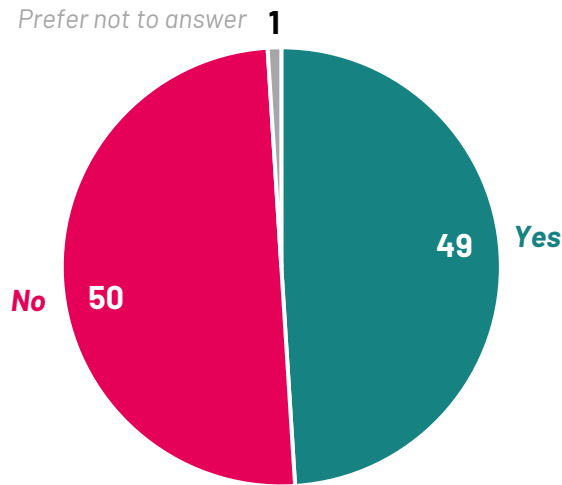
## Fertility Journey Mexico

**49%** state they have fertility issues      **33%** > 12 months to conception      **19%** involve egg or embryo freezing      **16%** in fertility treatment

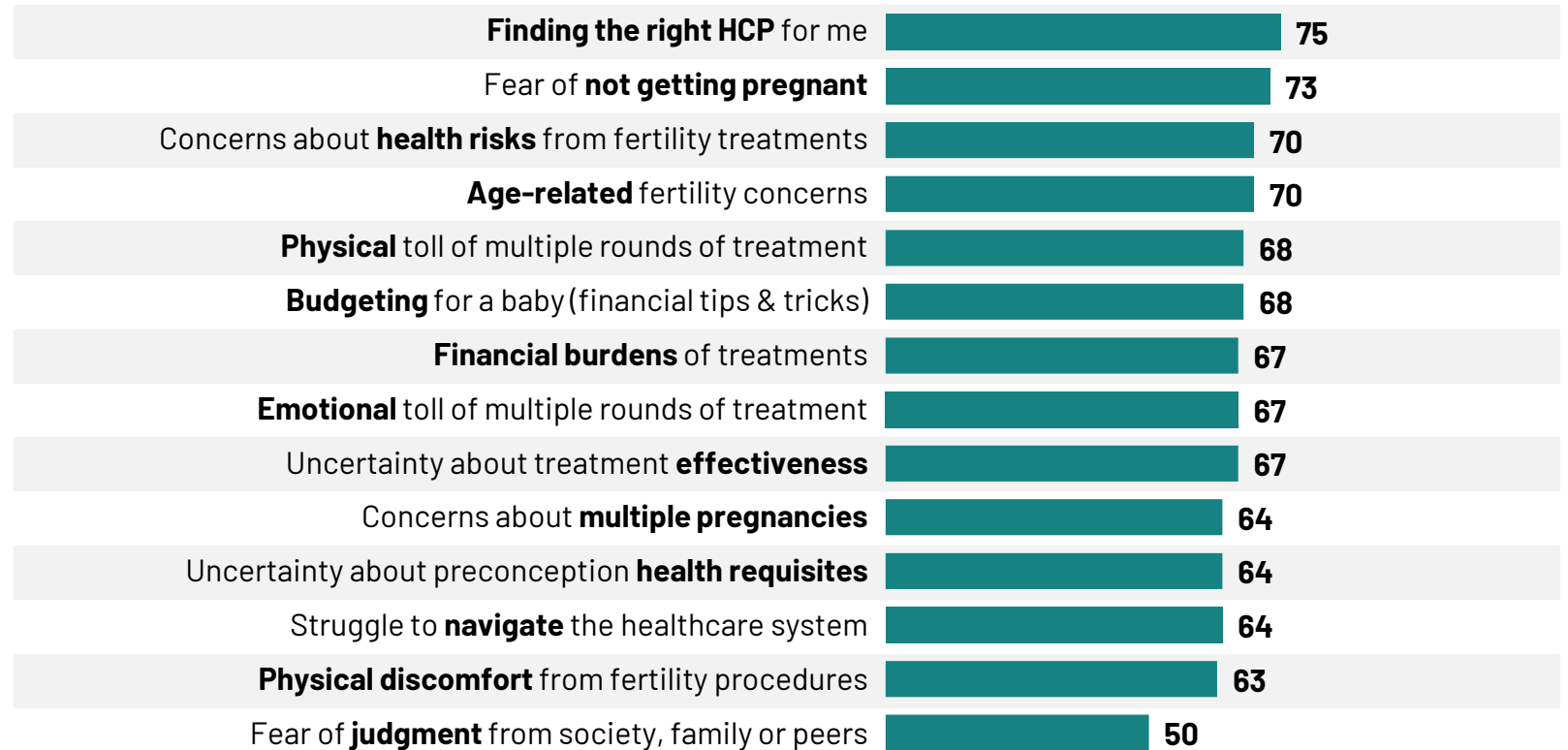
# Half of the Mexican women experienced fertility issues. 3 in 4 worried that they would not fall pregnant and 70% worry about their age.

## Opportunity Target – Women with Fertility Issues

### Issues Experienced?



### Key Needs / Worries (Top2Box Agreement)

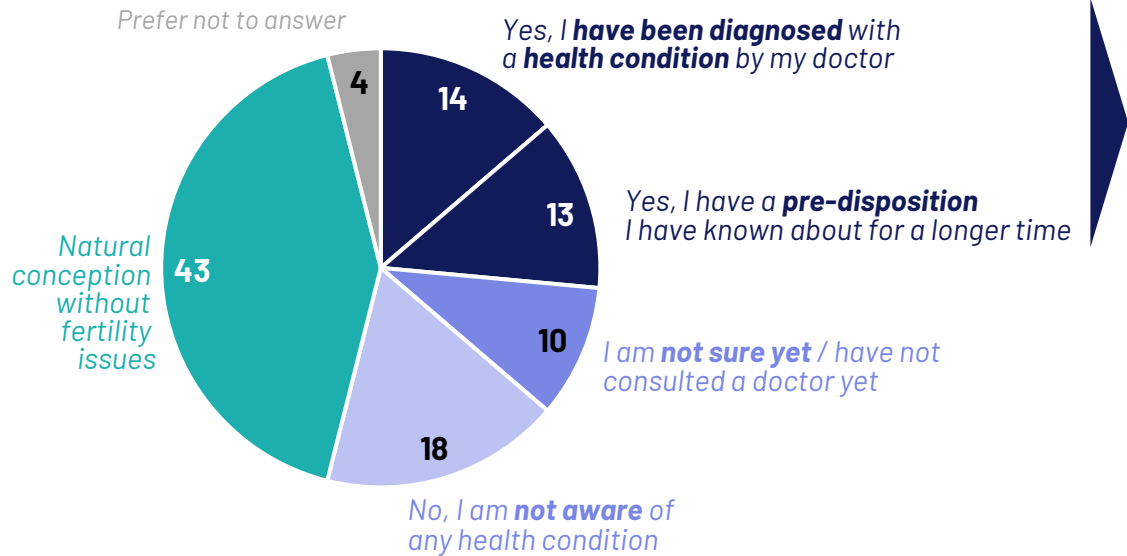


Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX, Respondents who have experienced issues around fertility, n=667  
 S11: Have you (ever) experienced any issues or concerns around fertility?  
 S12: Below you find different worries or concerns women noted in the context of ...  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

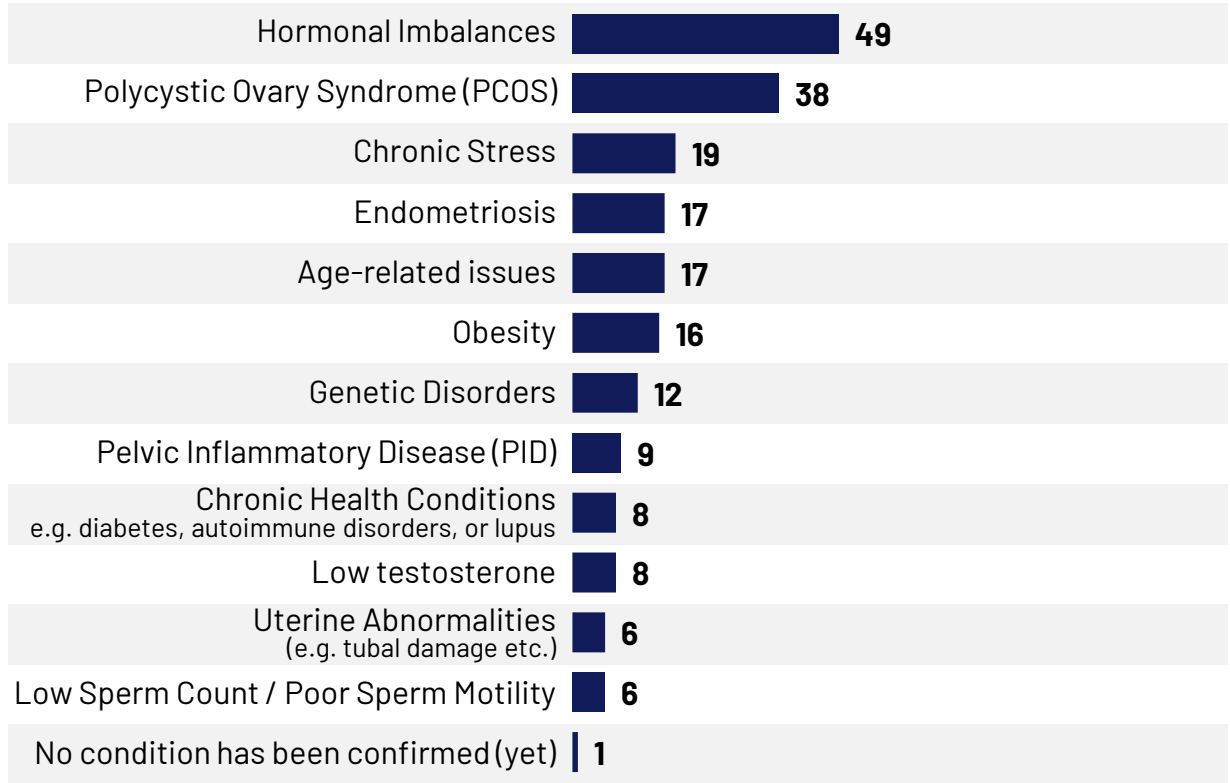
# 27% of the PMVS users state a health condition or pre-disposition – mainly hormonal imbalances and PCOS.

## Opportunity Target – Women with Fertility Issues

### Awareness of Health Issue(s)



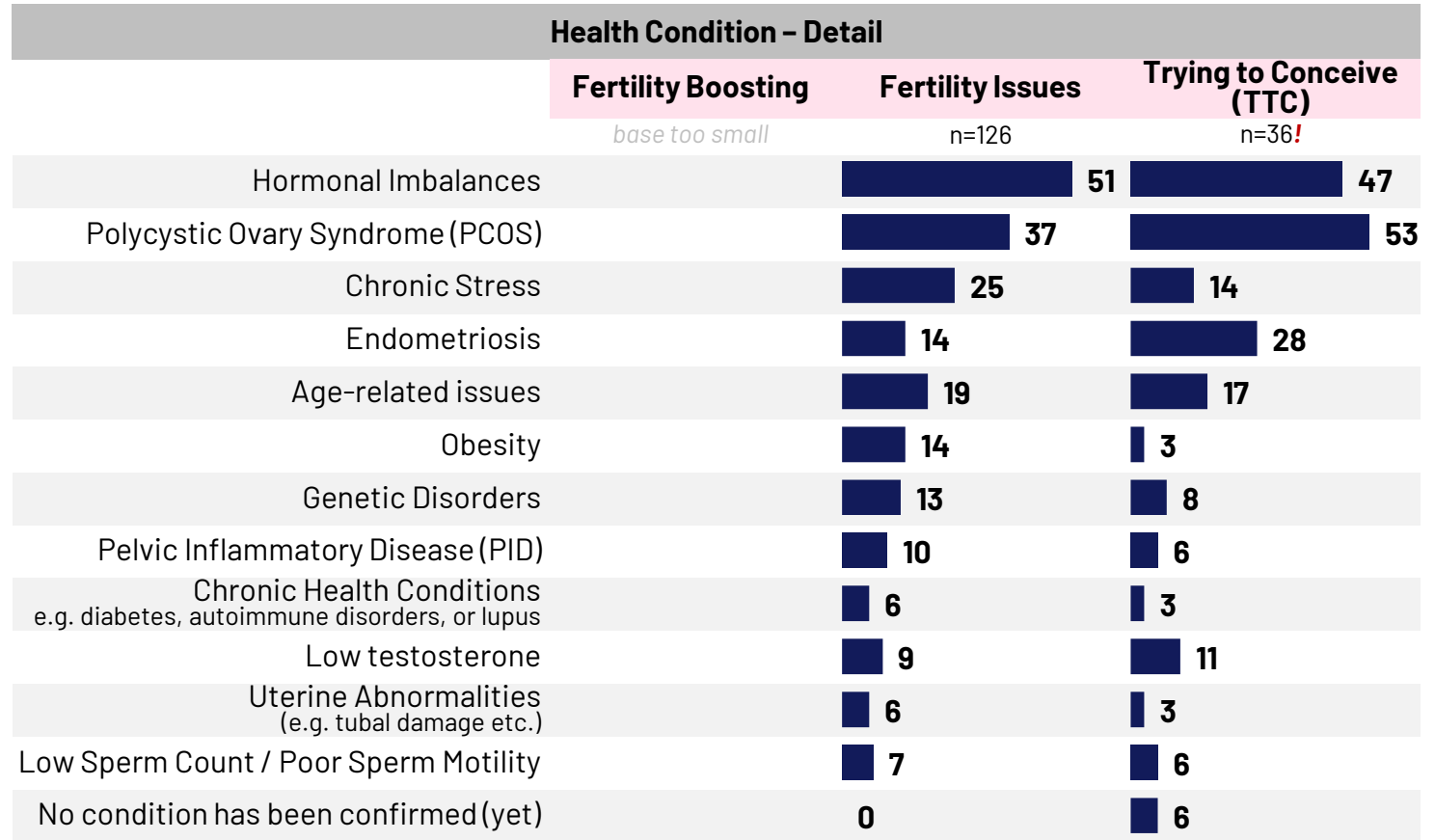
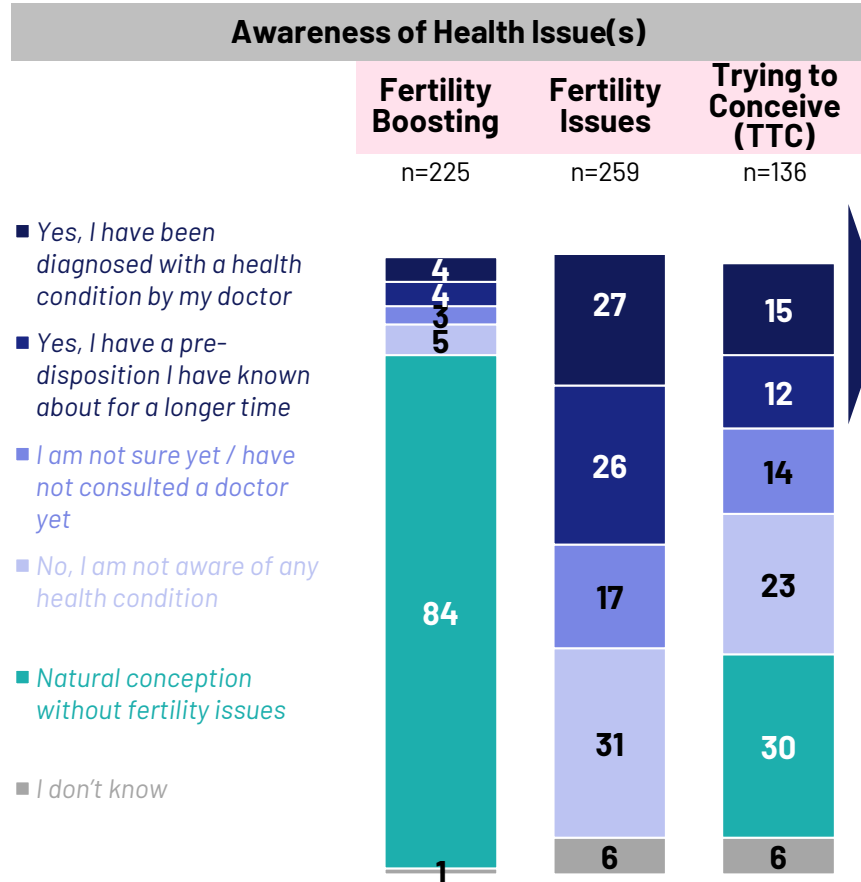
### Health Condition – Detail



Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX, Respondents with health condition that is causing fertility issue(s): n=239  
 S15: Do you know or have you been confirmed that there is a health condition causing your fertility issue(s)?  
 S16: Are you comfortable telling us which health condition(s) have been confirmed?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 27% of the PMVS users with fertility issues state a health condition or pre-disposition – mainly hormonal imbalances and PCOS.

## Opportunity Target – Women with Fertility Issues



Results in %, ! small base

Base: All respondents, PMVS users p12m MEX, Respondents with health condition that is causing fertility issue(s)

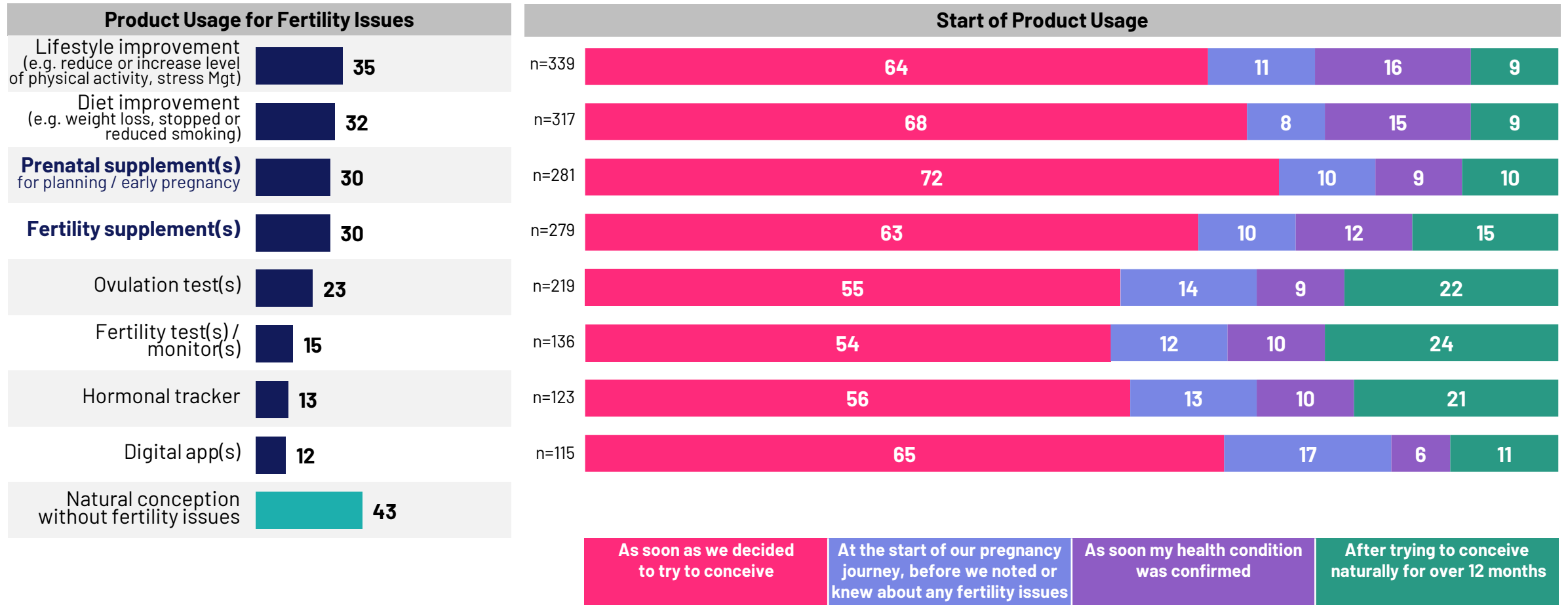
S15: Do you know or have you been confirmed that there is a health condition causing your fertility issue(s)?

S16: Are you comfortable telling us which health condition(s) have been confirmed?

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 1 in 3 women with fertility issues used supplements – mostly from the beginning.

## Opportunity Target – Women with Fertility Issues



Results in %  
 Base: All respondents, n=915 PMVS users p12m AUS  
 S14: Did you use any of the below products or solutions to support fertility? / S17: When did you start to use the ...?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Half of the women across stages already use Elevit. Nestle Materna is a stronger competitor during pregnancy and post partum.

## Brand Used in the Past 12 Months

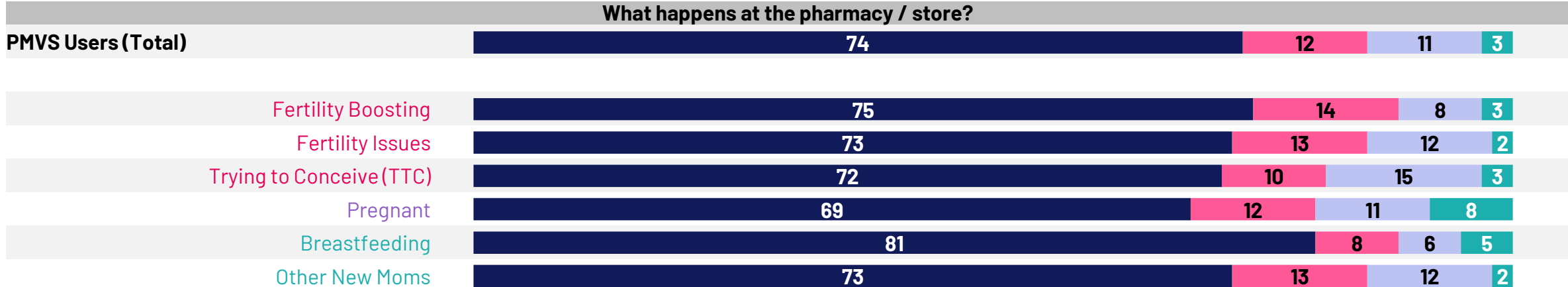


	Fertility Boosting n=225	Fertility Issues n=259	Trying to Conceive (TTC) n=136	Pregnant n=95	Breastfeeding n=131	Other New Moms n=191
elevit	52	55	58	58	57	53
Nestle Materna	33	30	30	39	24	38
Previta Mom	18	20	18	20	17	20
MaterPlus	16	17	12	21	12	20
Regenesis	10	15	12	9	18	18
Ferranina	5	7	11	9	6	5
Autrin	6	7	4	2	10	5
Ultrac	5	5	7	5	4	5

Results in %  
 Base: All respondents, PMVS users p12m MEX  
 B6: Which of the following brands of ... have you used in the last 12 months?  
 © Ipsos | Bayer Proposal Consumer Shopper Journey | February 2025 | Version #1 | Client Use Only

# 3 in 4 women entered the pharmacy with a brand in mind and bought it.

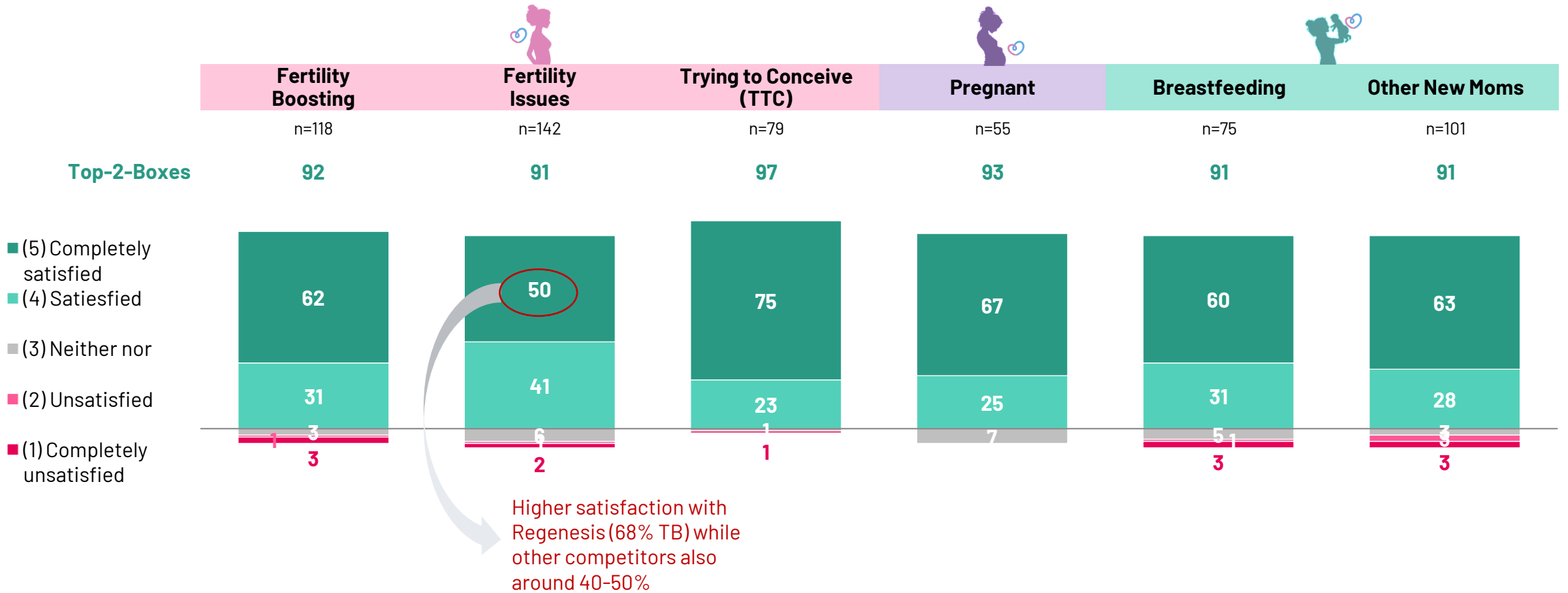
## Key Moments of Purchase Decision Making MEX



Results in %,  
 Base: All respondents, n=915 PMVS users p12m MEX  
 Q19: Before actually buying, did you consider a specific brand to buy?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Mexican women are super satisfied with Elevit (2 in 3 completely) – particularly in conception stage. Relatively lowest scores for those with fertility issues.

## Brand Satisfaction by Stage



Results in %, ! small base, !!! very small base  
 Base: Brand users p12m  
 Q27: To what extent are you satisfied or unsatisfied with each of the following brands of ... that you used in the past 12 months?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only 47

# Other topics related to fertility are being discussed on social media

## Pain points of women before they become pregnant

### Adaptation of Health Guidelines in Mexico

There is a pressing need for health guidelines related to physical activity, sedentary behavior, and sleep to be **translated into language that is accessible to all Mexicans**. This includes tailoring information for specific groups such as pregnant and postpartum women, people with reduced mobility, adolescents, adults, and caregivers.

*Wonderful health day today in Santa Cruz de las Flores, where the multidisciplinary team from @cutlajo attended to provide timely detection and treatment (we even diagnosed a pregnancy with our ultrasound 🤰). Many thanks to all the students and teachers from Cutlajo who join in these efforts 🙏🙏😊😊👏👏👏👏. (X)*

### Focus on Quality Prenatal Care

Frustrations have been voiced about the emphasis on numerical data over the quality of prenatal care in health discussions. **There is an evident need for more robust guidance and in-depth examination of patients, promoting beneficial practices like breastfeeding**, to enhance the overall prenatal health care experience and outcomes for pregnant women.

*Prenatal care is the most effective way to prevent complications during pregnancy and to ensure you and your baby complete this stage in the best possible way. ([Instagram](#))*

### Raising Awareness of Harmful Chemicals in Food

Concerns are mounting among consumers about the prevalence of **harmful plastic chemicals** in common foods and their potential negative health impacts, such as **infertility** and diabetes. Increased awareness and advocacy for tighter regulation are crucial steps towards mitigating the health risks associated with these substances.

*It wasn't because they hadn't gotten pregnant, those who've experienced it know, they are bombarded by all kinds of hormones and, as I understand, also chemicals to achieve pregnancy, which leaves them devastated. My friend's story ended with an emergency hysterectomy due to a suspected tumor. (X)*

# DEEP DIVE HCP



Gynecologists are the main source of information and crucial gatekeepers for PMVS in the Mexican market

# Most of the PMVS users got a HCP recommendation before buying their first pack and recontacted an HCP for advice on their currently used product.

## Key Decision Influencers MEX

Info Source Used... at Category Entry	again in current stage						
	Fertility Boosting	Fertility Issues	Trying to Conceive	Pregnant	Breastfeeding	Other New Moms	
<b>HCP Reco by... (net)</b>	<b>79</b>	<b>71</b>	<b>72</b>	<b>67</b>	<b>69</b>	<b>70</b>	<b>74</b>
<b>Doctor's reco (net of gyn / obs / other)</b>	<b>71</b>	<b>64</b>	<b>65</b>	<b>62</b>	<b>64</b>	<b>65</b>	<b>65</b>
Gynecologist	48	43	44	40	45	40	44
Obstetrician	25	18	22	21	14	18	22
other doctor / nurse / hospital	18	12	9	10	13	15	10
Pharmacist / sales staff	12	8	10	9	5	4	9
Lactation consultant	4	2	2	3	-	5	8
I got a sample from a clinic / doctor	15	9	7	8	7	5	7
<b>Independent Research (net)</b>	<b>37</b>	<b>19</b>	<b>29</b>	<b>31</b>	<b>25</b>	<b>9</b>	<b>22</b>
<b>Online Research (net)</b>	<b>30</b>	13	26	29	25	8	21
I searched online	21	8	17	21	20	5	16
Saw something online	15	8	13	12	11	3	9
Saw something on TV	9	4	3	4	2	2	3
Saw it in books	6	3	3	1	-	-	1
got a reco by friends / family	16	11	10	9	11	9	8
<b>POS Influence (Pharmacy / Store) net</b>	<b>18</b>	<b>5</b>	<b>9</b>	<b>10</b>	<b>5</b>	<b>2</b>	<b>9</b>
I saw an ad at the POS	9	-	3	6	2	-	4
It was on promotion at the POS	6	3	3	3	2	1	3
Spontaneously decided at the POS	5	3	4	3	2	2	2
I used it in my previous pregnancy	19	9	10	11	6	15	15

Results in %, Base: All respondents, n=915 PMVS users p12m MEX, Subtargets: n=225, n=259, n=136, n=95, n=131, n=191

Q11: For your first purchase of ...you noted that you sought information from the following sources. Thinking about your last purchase of ..., did you consult any of those sources again?

# 1 in 3 Mexican women got a brand recommendation from their gynecologist. Compliance and satisfaction with HCP reco are high – lower for influencers.

## HCP Brand Recommendations at Category Entry

	Doctor (net)		Gynecologist		Obstetrician		Other doctor / nurse / hospital		Pharmacist / sales staff		Lactation consultant		Influencer	
Gave a reco at category entry	71%		48%		25%		18%		12%		4%		4%	
For a brand	42%		29%		12%		8%		6%		2%		2%	
For <b>elevit</b> / <b>another brand</b>	<b>26%</b>	<b>16%</b>	<b>17%</b>	<b>12%</b>	<b>7%</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>3%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>
Women followed HCP reco	97%		96%		97%		95%		85%		91%		-*	
Women satisfied with the reco (T2B)	94%		94%		94%		87%		79%		86%		85%	
Fully satisfied with the reco (TB)	58%		56%		55%		42%		28%		41%		35%	

Results in %, \*not asked

Base: All respondents, n=915 PMVS users p12m MEX

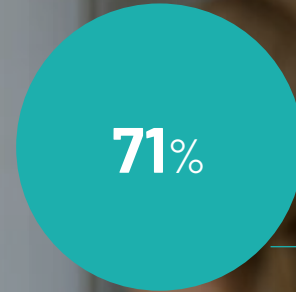
Q6: Please think of your first purchase of XXX- how did you decide which brand to buy?, Q8c: You noted that you got a recommendation. What exactly did they recommend to you?, Q8d: Which brand did they recommend you use?,

Q16a: Did you follow your HCP brand reco?, Q9: To what extent are you satisfied or unsatisfied with the recommendation that you received?



# Elevit Brand Recommendation by Doctors\*

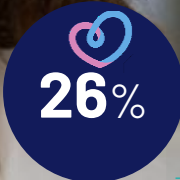
\*net of GP / gyn / obstetrician



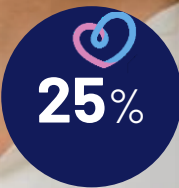
Of women in MEX receive a reco by any doctor \*



Receive a doctor's **brand** recommendation



Receive a doctor's recommendation for **Elevit**



of women **follow** their doctor's reco for **Elevit**




are **satisfied** with it (T2B)

**Strong compliance confirms gatekeeper role of the HCP in Mexico**



Results in %, Base: All respondents, n=915 PMVS users p12m MEX; Q6, Q8c, Q8d, Q16a, Q9

© Ipsos | Attindas Inco Journey | September 12, 2025 | Client Use Only

 [back to overview](#)



# Midwives emphasize postpartum care and breastfeeding support.

## Social Media discussions around midwife practices

- The history and context of midwifery in Mexico reflect a **diverse and evolving tradition**, incorporating feminist approaches and emphasizing physiological childbirth.
- Discussions highlight the significance of **postpartum care and breastfeeding support**, ensuring mothers receive the necessary information and assistance during these stages.

- Practices such as **self-managed gynecology** also receive attention, promoting empowered and informed decision-making among women.



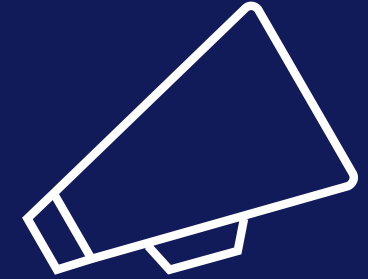
Thanks also to the individuals and midwives who join this fight for life and, at no cost, voluntarily and with great quality and love, offer sexual and reproductive health services, prenatal and postnatal care to women, babies, and children on their journey



And I wasn't afraid. I was aware of the sensations and could enjoy the process and its timing. I didn't have to worry about being mistreated. I could scream and change positions. My partner was by my side. We had music, and I felt no fear. The birth team explained and informed me of their actions, telling me where I was in the process. Nothing was routine. I listened to my music. The lighting was soft. They respected my time and my baby's. **\*\*I BLOOMED IN MY BIRTHS.\*\*** Via [eloficiosagrado](#) #stopobstetricviolence #birthwithoutfear #midwives #respectfulbirth #eloficiosagrado



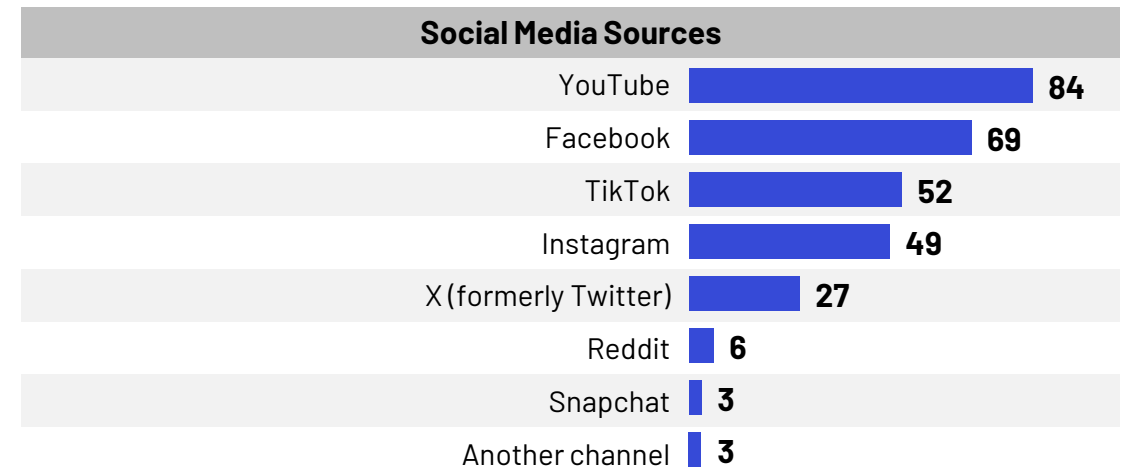
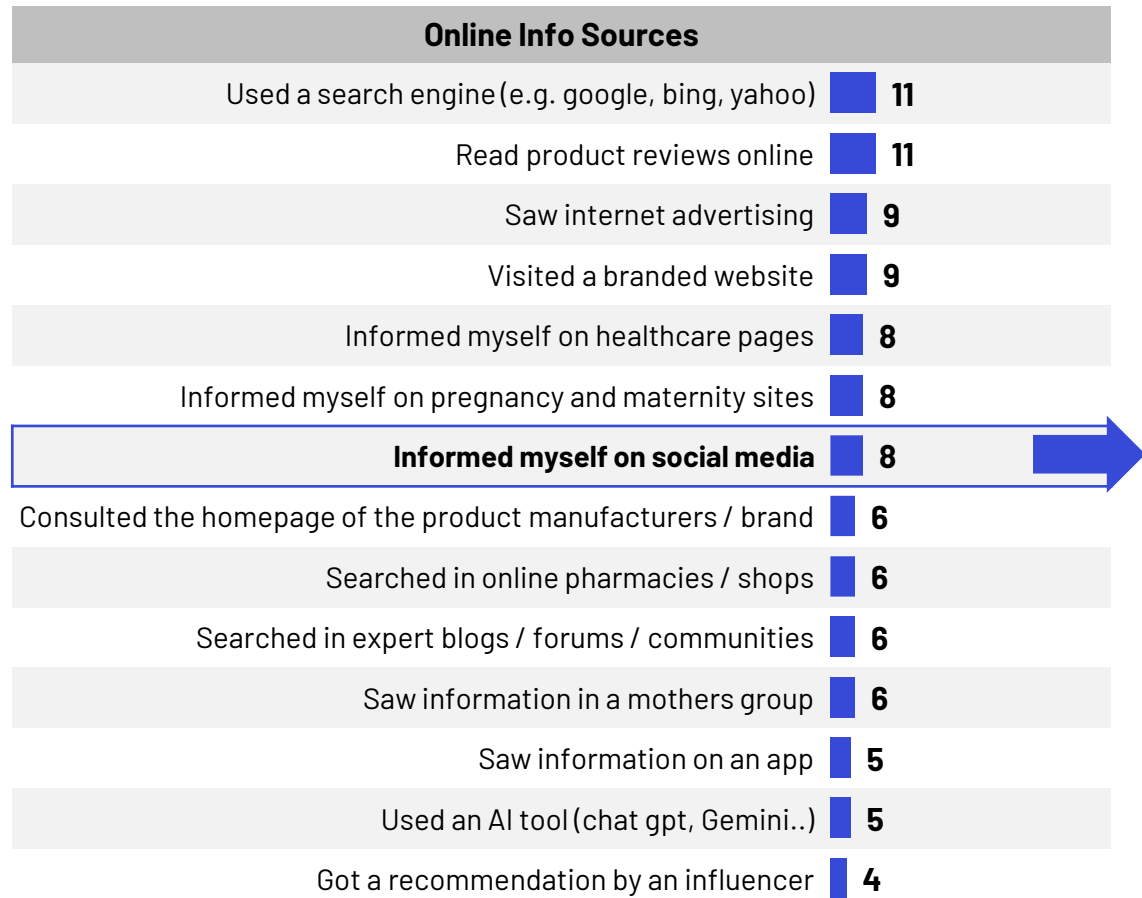
# DEEP DIVE INFLUENCERS



Online touchpoints are the 2nd most important source of info (after the HCP) and particularly vital for women with fertility issues – esp. topic related podcasts have a high reach in the pregnancy bubble in Australia.

# 8% of PMVS users informed themselves on social media – mainly via YouTube, followed by Facebook and TikTok.

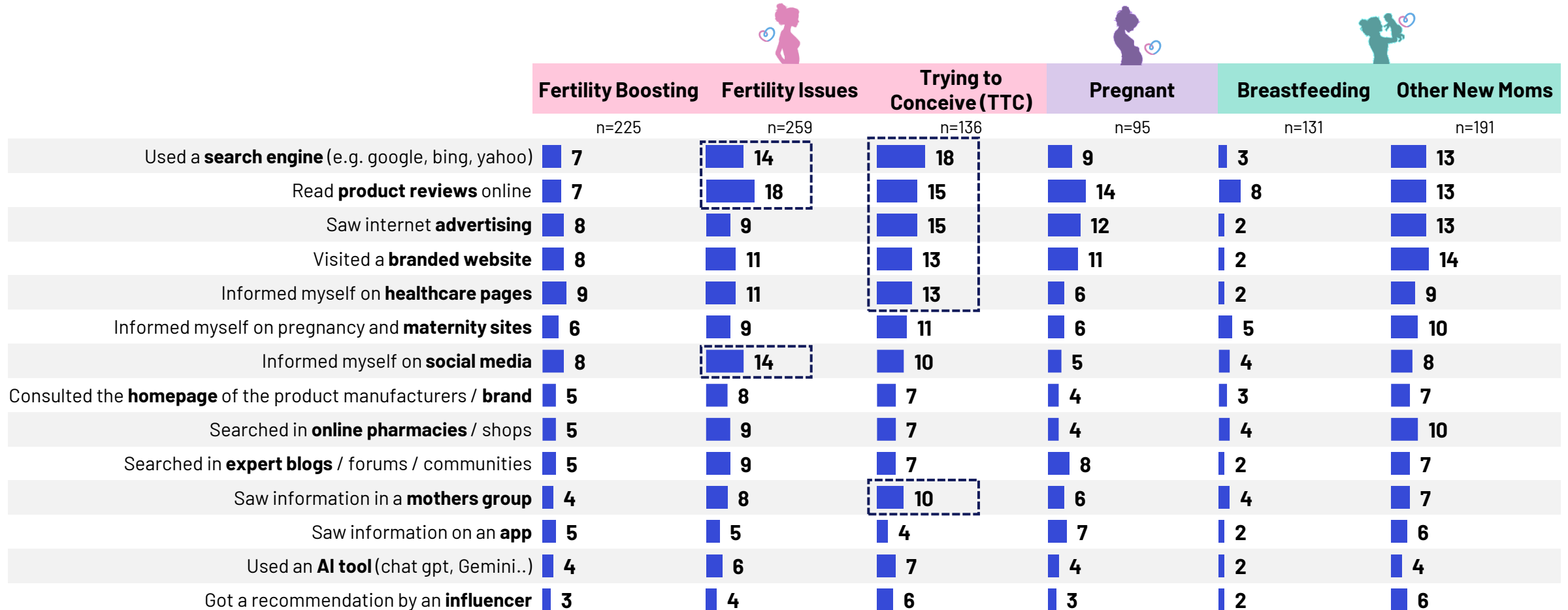
## Relevance of Online Touchpoints



Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX; Category User who informed themselves on social media n=77  
 Q7: You stated that you have seen something online that influenced your last purchase of ... What exactly have you done online? / Q7a: Which social media channels did you consult?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Women with fertility issues are most active on social media – 14% informed themselves there prior to their last PMVS purchase.

## Online Info Sources



Results in %

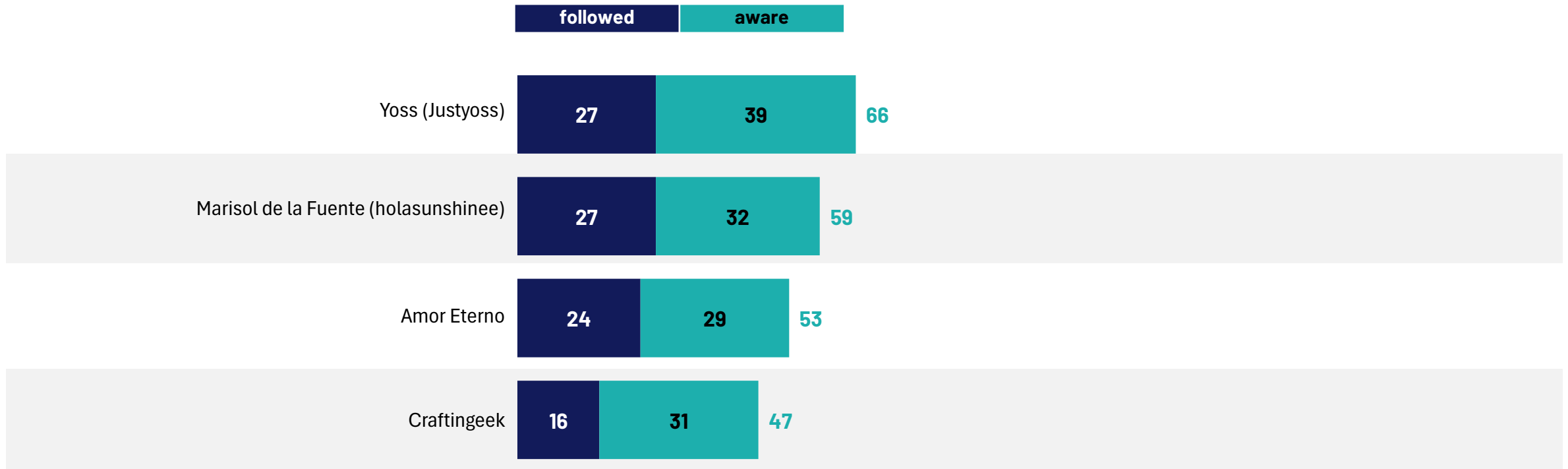
Base: All respondents, PMVS users p12m MEX

Q7: You stated that you have seen something online that influenced your last purchase of ... What exactly have you done online?

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# More than half of the Mexican PMVS users know Yoss (@justyoss) and 1 in 4 follow her on social media.

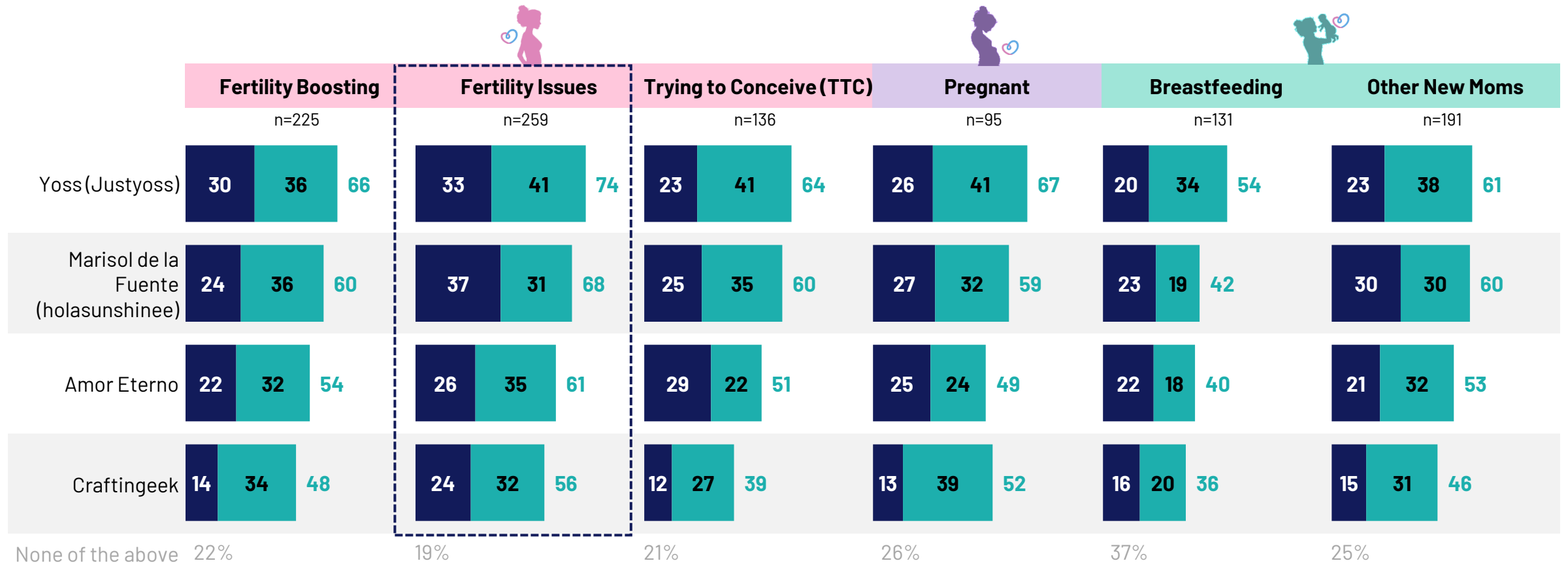
## Reach of Social Media Influencers in MEX



24% of the women do not know any social media influencer from the list

# Social media influencers have an even higher reach among women with fertility issues – lowest among breastfeeders.

## Reach of Social Media Influencers – by Stage



Results in %, Base: All respondents, PMVS users p12m MEX  
Q7c: Do you know / follow any of the below influencers?

followed aware

# Social Media View on Role of Influencers in Mexico



## Influencers, the rising star in mum-to-be conversations!

In Mexico, influencers shine brightly in pregnancy and baby care discussions, offering a personal touch that resonates with expecting and new mothers. While various resources are explored, from maternity books to professional advice, the primary focus remains on influencers.

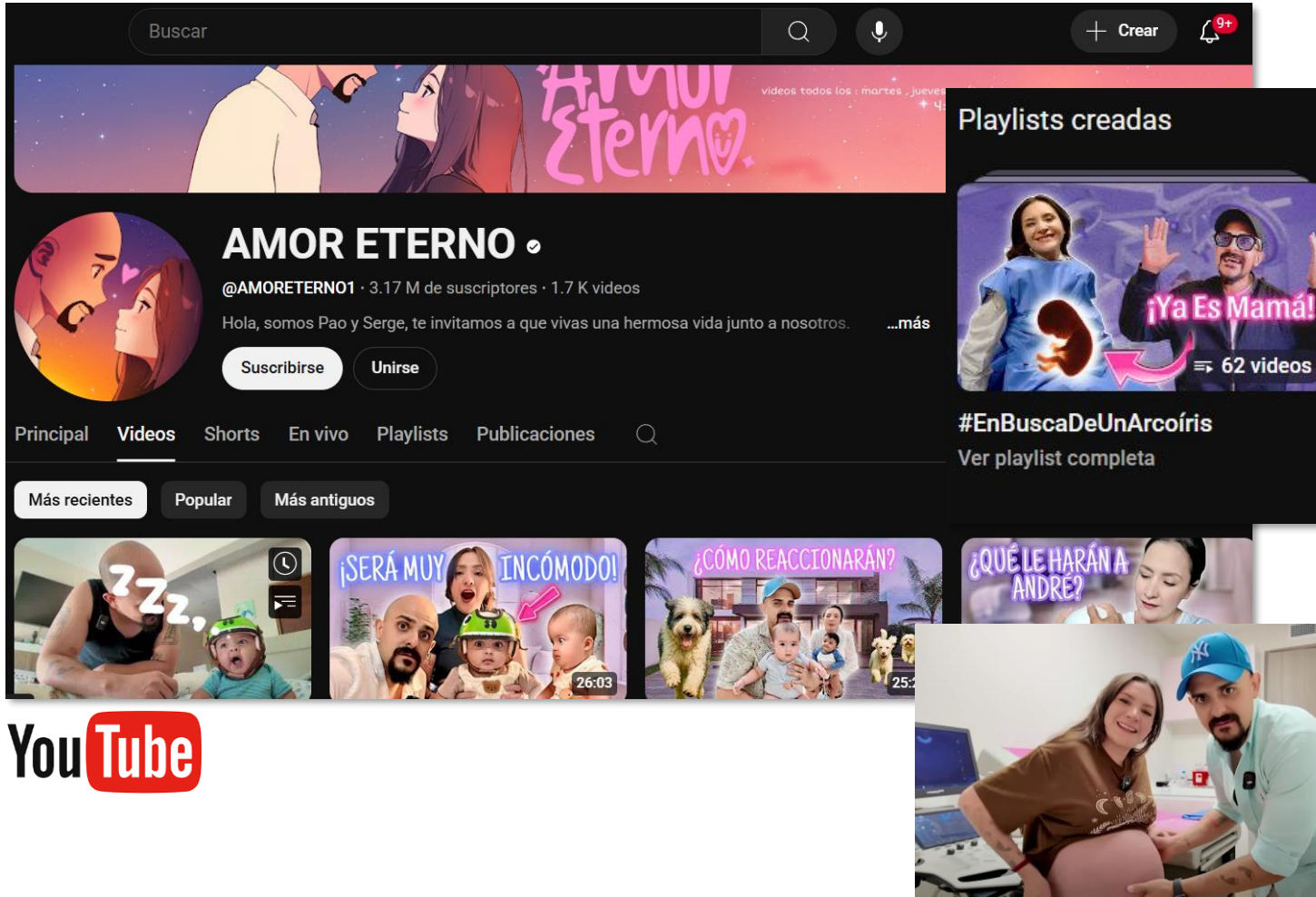
They provide firsthand insights and experiences that many find relatable. Questions commonly asked include those about formula choices, breastfeeding duration, and managing milk production, underscoring the strong trust and connection established between these digital figures and their audience.

*"Why did you experience overproduction?" (The question refers to the overproduction of breast milk). (Instagram)*

*At how many months did you stop breastfeeding your baby? 😊 (Instagram)*

*"What type of milk did you give to ensure the change didn't affect them?" (The question refers to the formula the influencer mom gave to her baby). (Instagram)*

# Amor Eterno - Engaging family content from pregnancy to baby's first year



"Amor Eterno," a YouTube channel by a Mexican couple, captures their vibrant family life. The wife documents her pregnancy journey, sharing candid moments from conception to their baby's first year. Viewers connect through experiences like the baby's first illness and bath, celebrating each milestone in this heartfelt family narrative.



# Mary Gabby Bonilla - Empowering and entertaining Mexican (first-time) moms



marygabby\_bonilla


[Follow](#) [Message](#)

2,194 posts   216K followers   707 following

**Mary Gabby Bonilla**  
 Digital creator  
 Maternidad | Comedia | Beauty ♡  
 Tiktok: marygabby\_bonilla  
 ✉ marygabby.collabs@gmail.com  
 📍 Ags, México

Mary Gabby Bonilla shares her journey as a first- & second-time mom with humor and authenticity. She combines real motherhood experiences with comedic insights, connecting with fellow moms through her popular hashtags. Her vibrant posts cover everything from pregnancy to parenting, making her a relatable and supportive figure for the Mexican mom community.

POSTS   REELS   TAGGED




marygabby\_bonilla Un mom tip prron más para la lista, de nada 🤪❤️

#maternidad #maternidadconhumor #maternidadreal #mamabloguera #mamablogger #mamainfluencer #mamaprimeriza #mamajoven #mamamexicana #mamalatina #humorparamamas #mamasoltera #comedia #humor #bebes #embarazo #crianza #hijos #maternidadconhumor #marygabbybonilla #tipsmamas

28w See translation

52,270 likes  
October 14, 2024

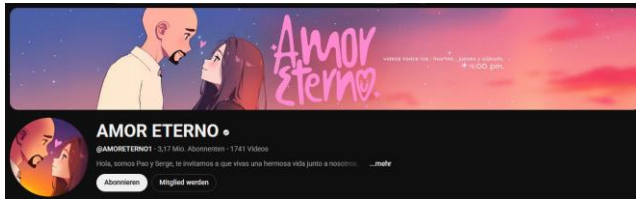
Add a comment...

Instagram

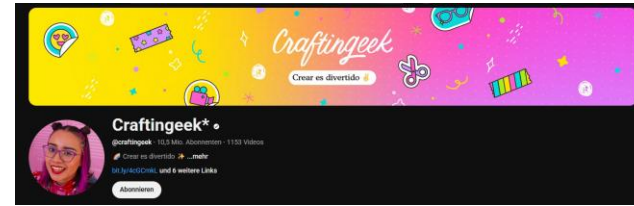


# Popular Mexican influencers provide not only insights in their lives but also fun and life tips.

## Creators & Influencers: Pregnant and past pregnant women



Pao and Serge, a Mexican couple with baby twins provide tips on pregnancy, childbirth, and newborn care, sharing personal experiences: *"we invite you to live a beautiful life together with us. We record everything we do, you will find a lot of love, kisses and sometimes you can travel with us."* They have 1,7 mio clicks and over 1.700 videos on YT



Craftinggeek is a vibrant content creator who inspires creativity through fun art projects. As a new mom, she involves her baby in delightful videos trying out art tutorials together. She has 10,5 mio follower and over 1.100 videos on YT.



Marisol de la Fuente is a devoted mama influencer from Mexico-City, sharing her personal journey, pregnancy, and podcasts with a vibrant community.

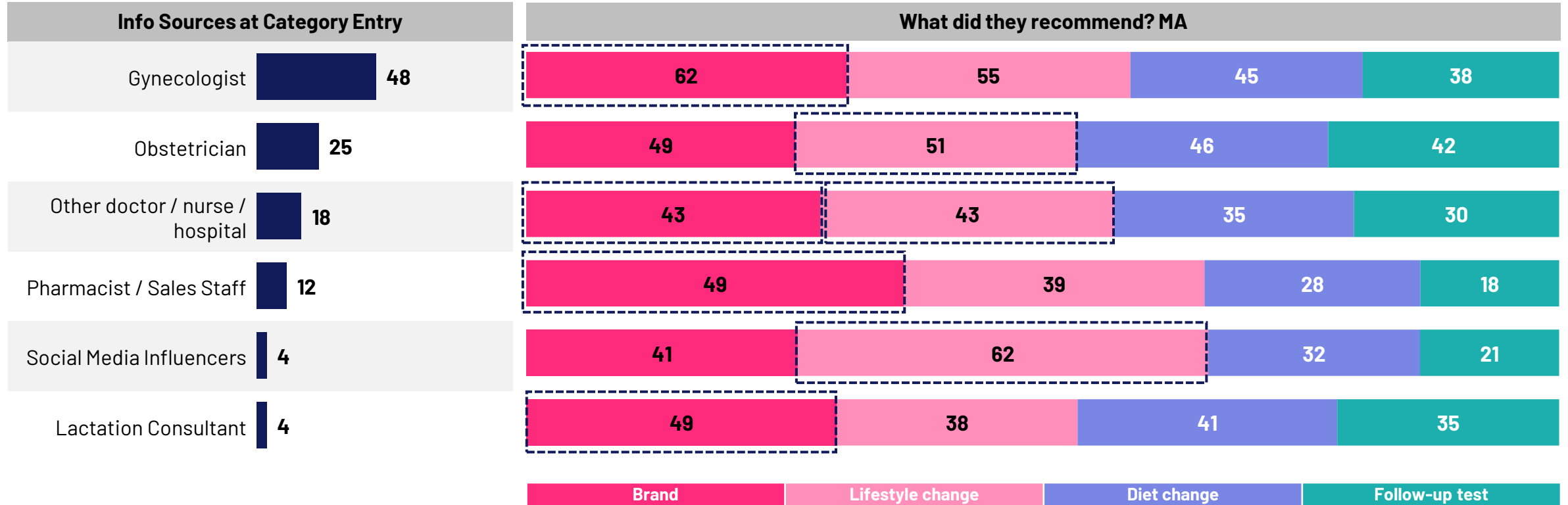


Justyoss aka Yoseline Hofmann is a dynamic content producer and psychologist, passionate about motherhood, yoga, and empowering women. She shares insights on mental health and wellness through engaging videos.



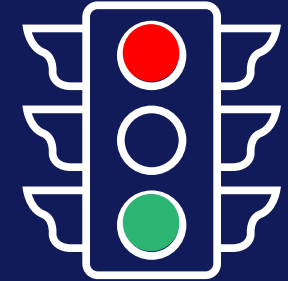
# 2 in 3 gynecologists consulted by our users recommended a brand – among social media influencers lifestyle changes are most often recommended.

## Role of Influencers in MEX



Results in %, Base: All respondents, n=915 PMVS users p12m MEX  
 Q6: Please think of your first purchase of XXX- how did you decide which brand to buy?, Q8c: You noted that you got a recommendation. What exactly did they recommend to you?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

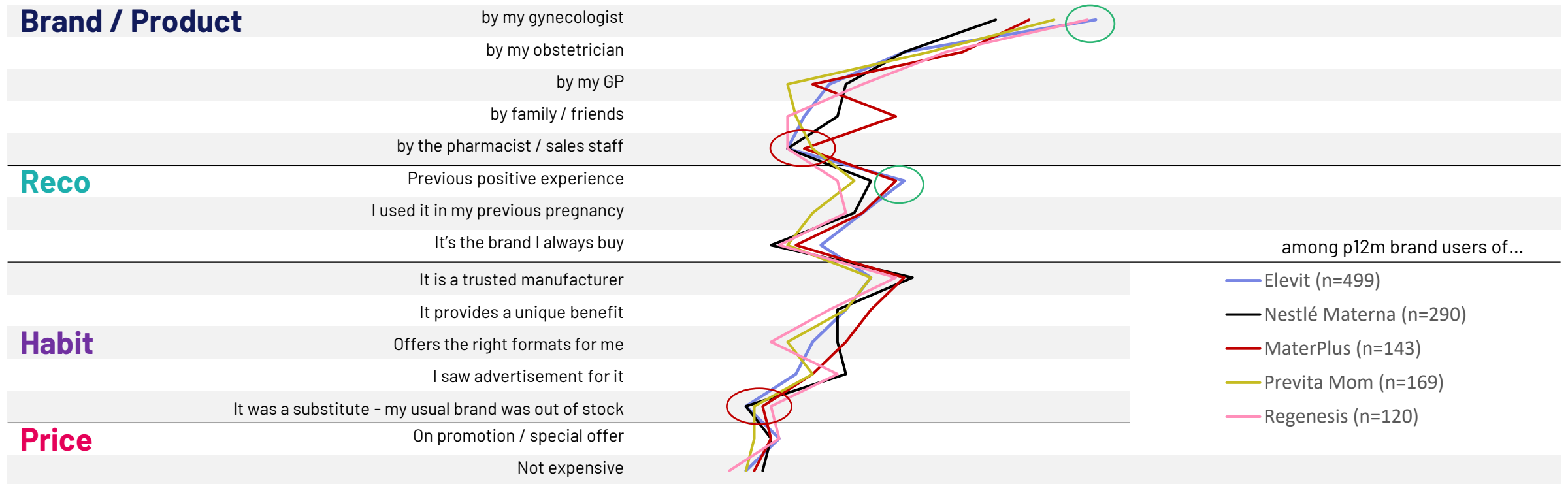
# DEEP DIVE BRAND DRIVERS & BARRIERS ELEVIT



# Elevit is driven by gynecologists' reco and past experience while competitors benefit more strongly from – MaterPlus has high WoM.

## Brand Choice Drivers

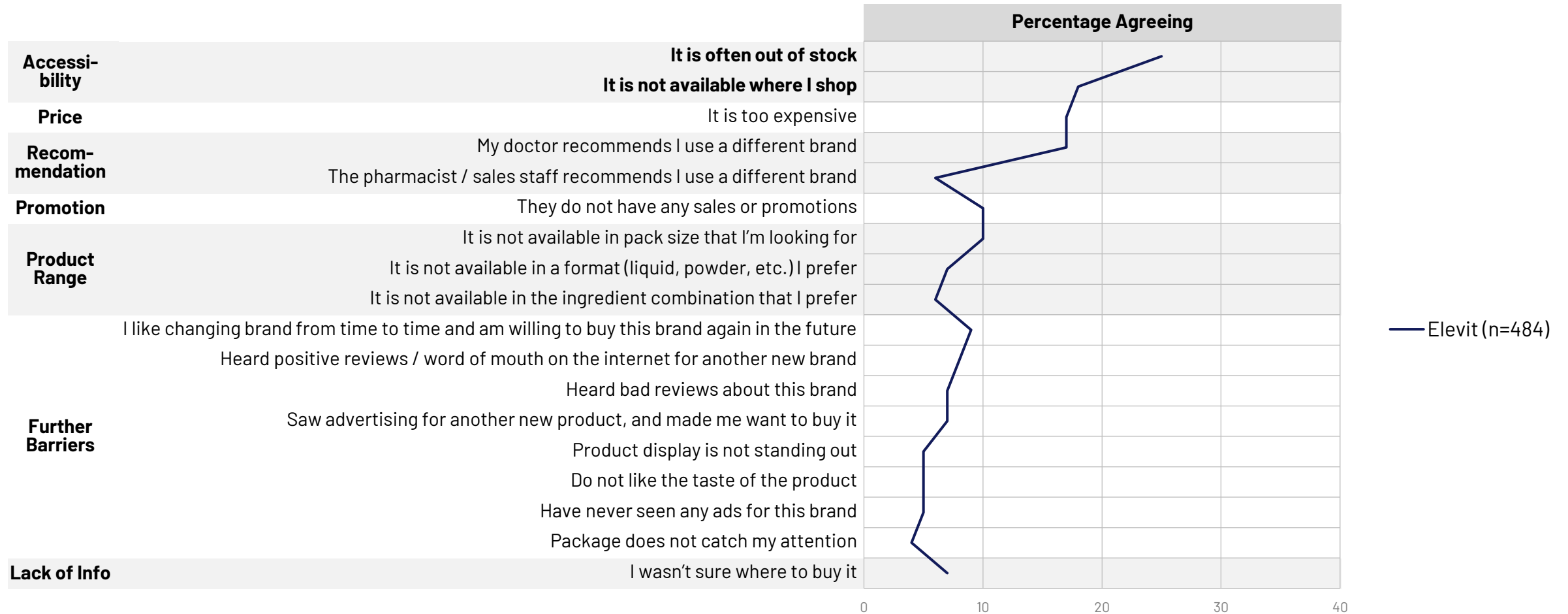
Which of the following statements best describe why you ended up buying this one and not another brand?



Results in %  
 Base: Brand users p12m MEX  
 Q20: Think about the last time you bought [BRAND USED P12M] - Which of the following statements best describe why you ended up buying this one and not another brand?

# The main barrier for Elevit is accessibility followed by price and recommendation.

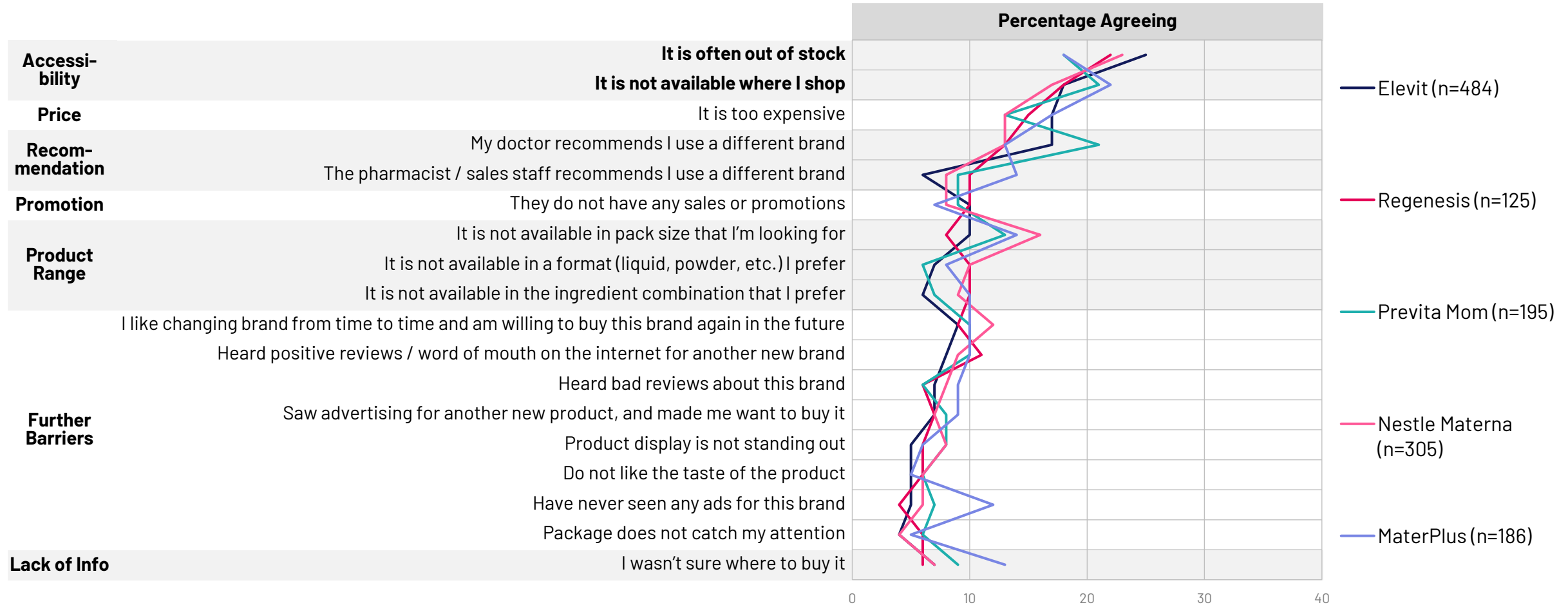
## Brand Barriers of Elevit & Key Competitors



Results in %  
 Base: Brand Considerer MEX  
 Q26: Here is a list of reasons that might sometimes stop people from buying a certain brand of CATEGORY. Please indicate for of each brand, if any of the following apply.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Previta Mom is less recommended by doctors and MaterPlus has lowest ad recall.

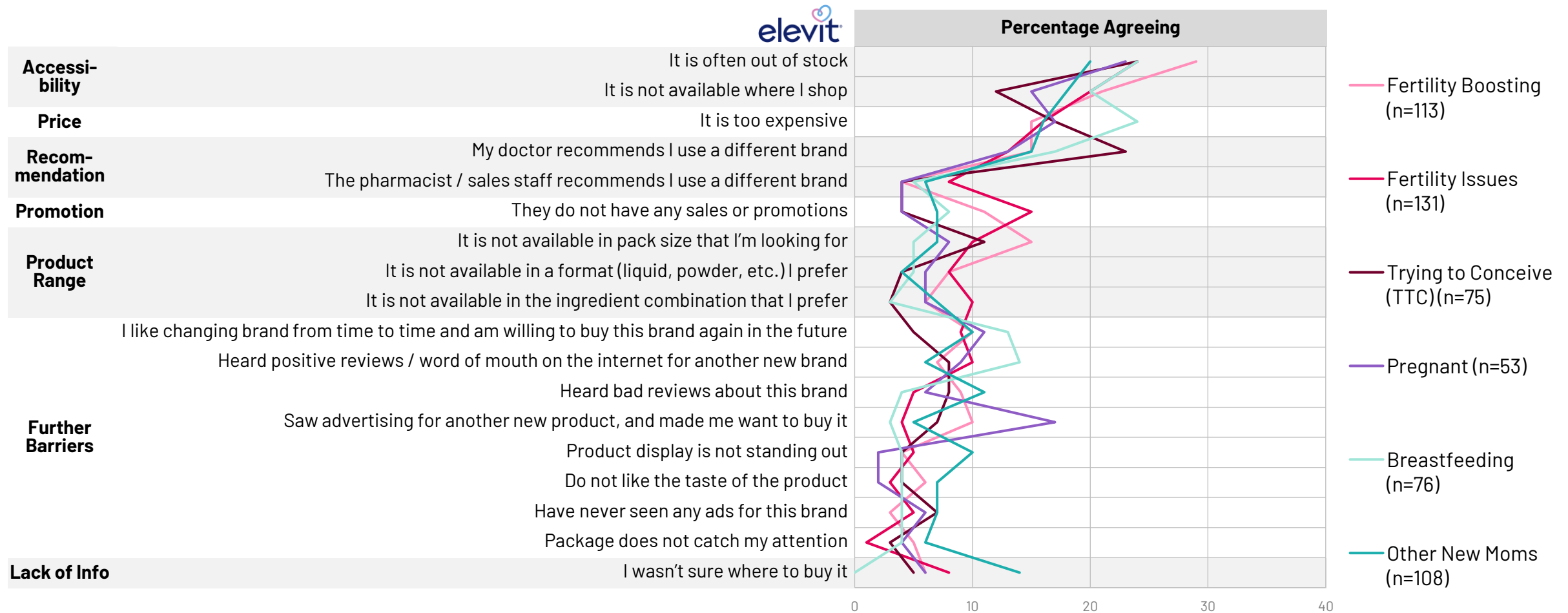
## Brand Barriers of Elevit & Key Competitors



Results in %  
 Base: Brand Considerer MEX  
 Q26: Here is a list of reasons that might sometimes stop people from buying a certain brand of CATEGORY. Please indicate for of each brand, if any of the following apply.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Especially women seeking to boost their fertility do not seem to find Elevit.

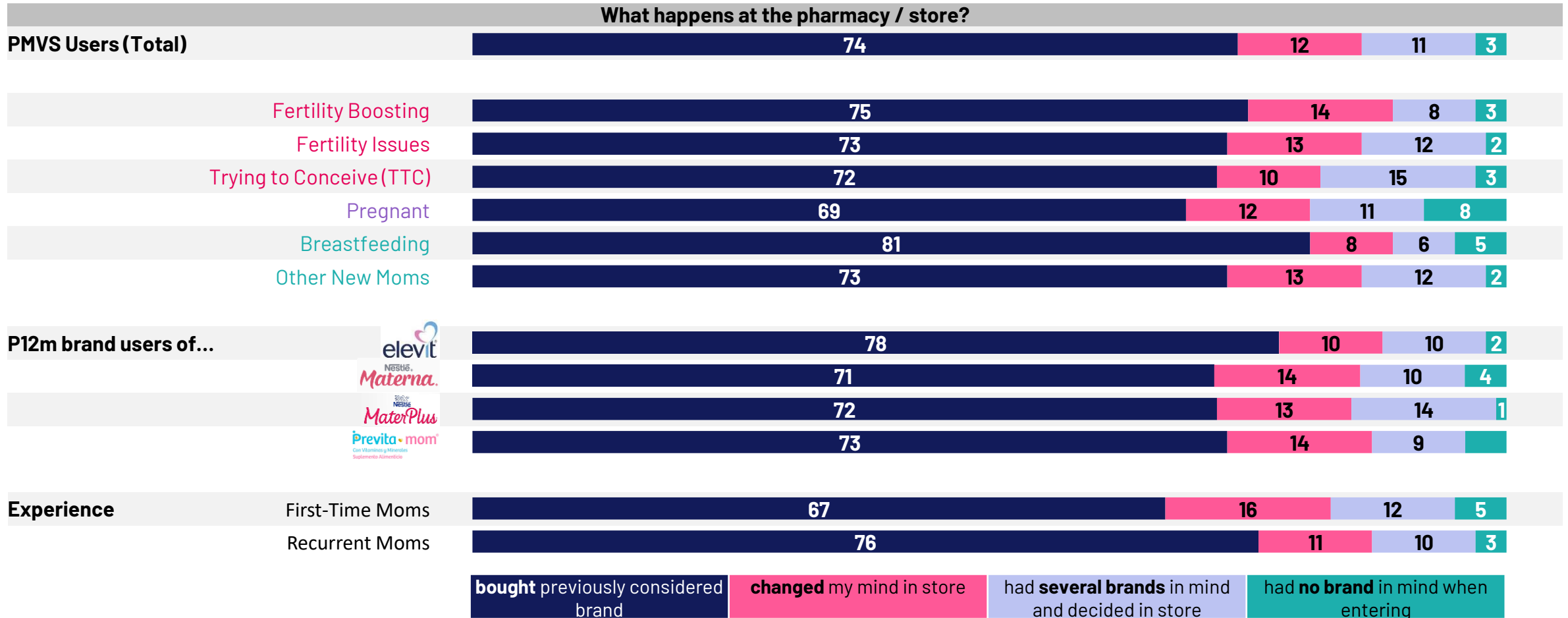
## Elevit Brand Barriers - by Stage



Results in %  
 Base: Brand Considerer MEX  
 Q26: Here is a list of reasons that might sometimes stop people from buying a certain brand of CATEGORY. Please indicate for of each brand, if any of the following apply.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# 3 in 4 women entered the pharmacy with a brand in mind and bought it.

## Key Moments of Purchase Decision Making MEX



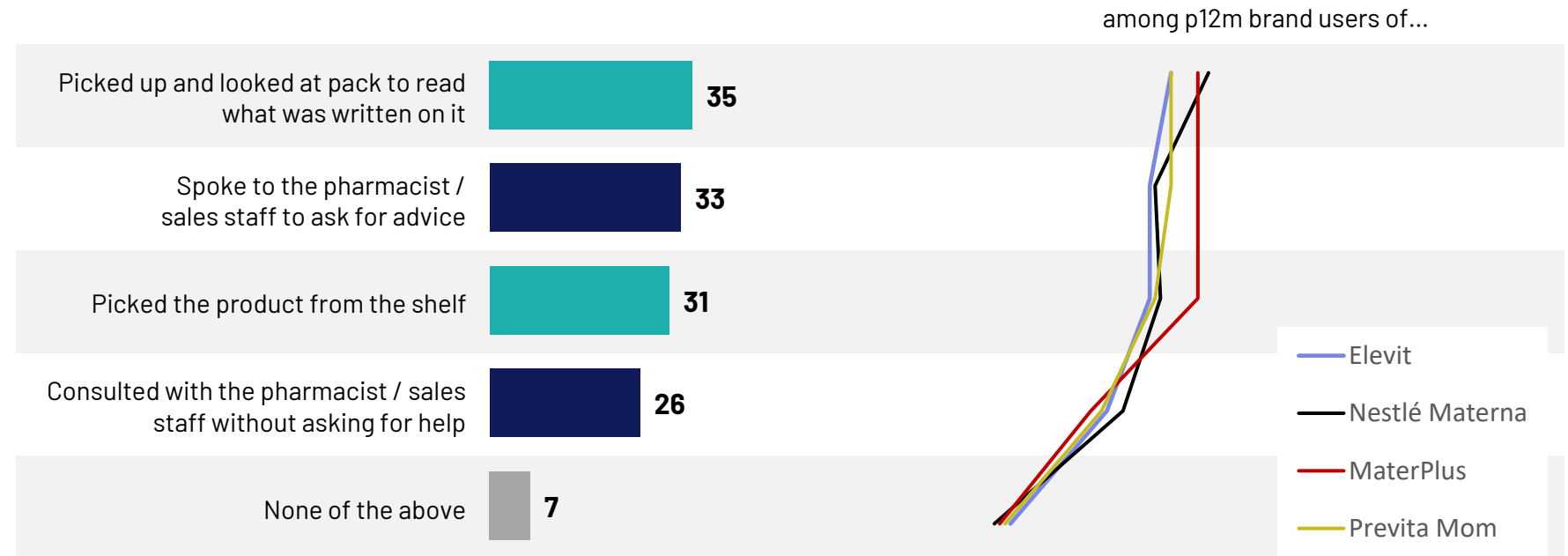
Results in %, Base: All respondents, n=915 PMVS users p12m MEX Q19: Before actually buying, did you consider a specific brand to buy? © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only



# Moment of Truth

## POS Behavior

Did you **do** any of the following before buying the brand?



Results in %

Base: Category User who purchase offline, n=752 PMVS users p12m MEX, Elevit: n=400, Nestlé Materna: n=229, MaterPlus: n=110, Previa Mom: n=136

Q16: Please look at this list, before buying the brand did you do any of the following?

© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Moment of Truth

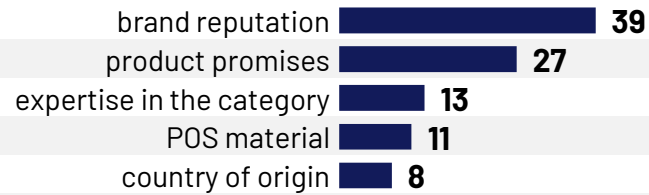
## POS Behavior

At the Last Purchase, did you **compare** any ...

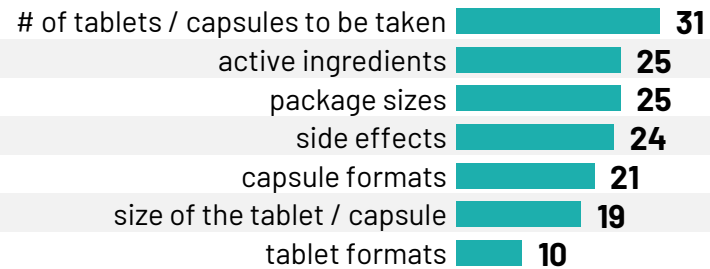
### Price



### Brand



### Product



nothing ■ 2



Results in %

Base: All respondents, n=915 PMVS users p12m MEX

Q15: Please think again about the last time you bought CATEGORY, did you compare any of these features / attributes before you decided on the brand to buy?

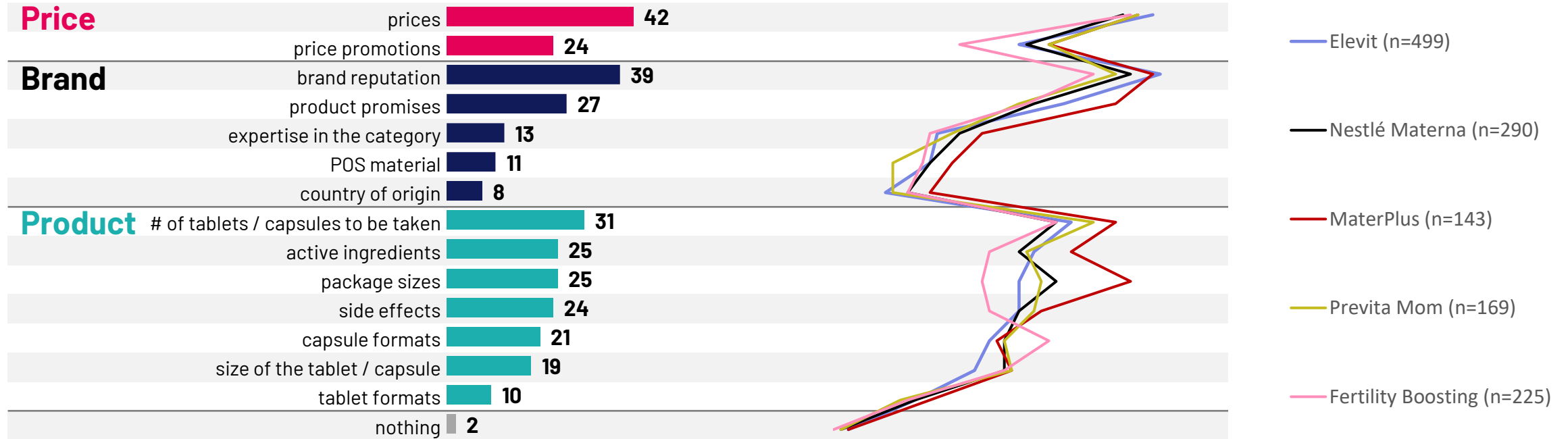
© Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Moment of Truth

## POS Behavior - by Brand Users

At the Last Purchase, did you **compare** any ...

among p12m brand users of...

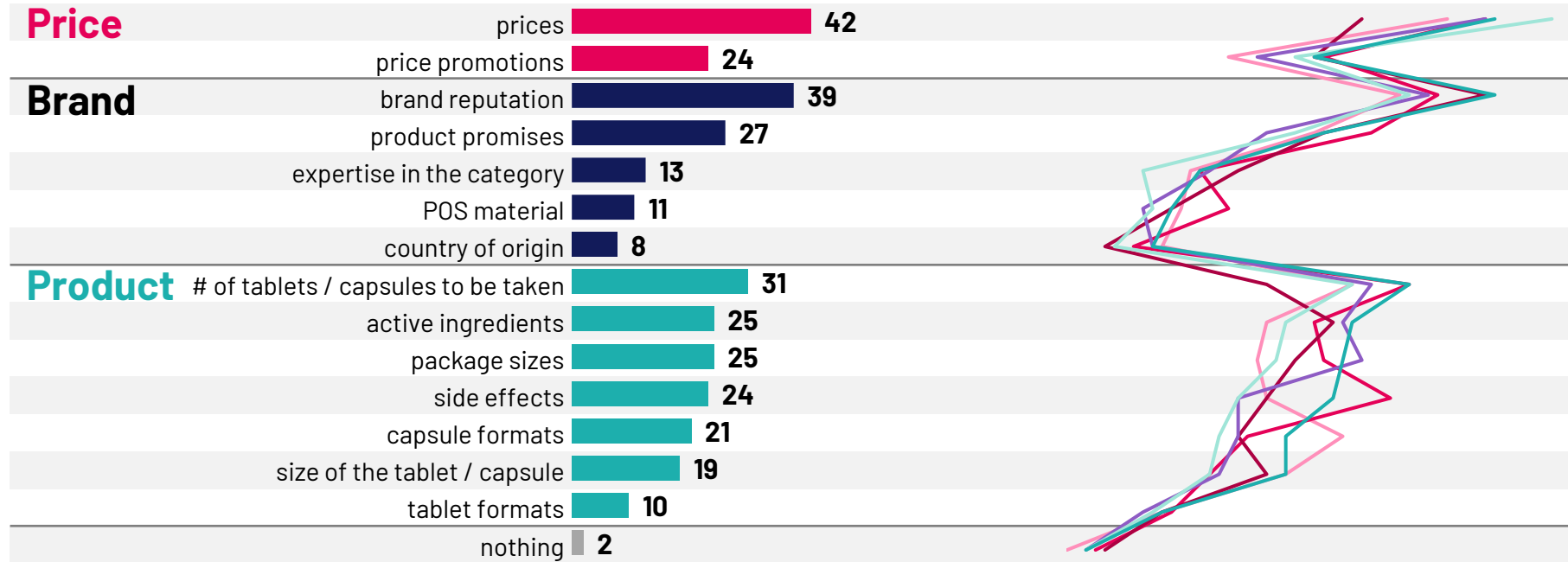


Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 Q15: Please think again about the last time you bought CATEGORY, did you compare any of these features / attributes before you decided on the brand to buy?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Moment of Truth – by Brand Users

## POS Behavior – by Stage

At the Last Purchase, did you **compare** any ...



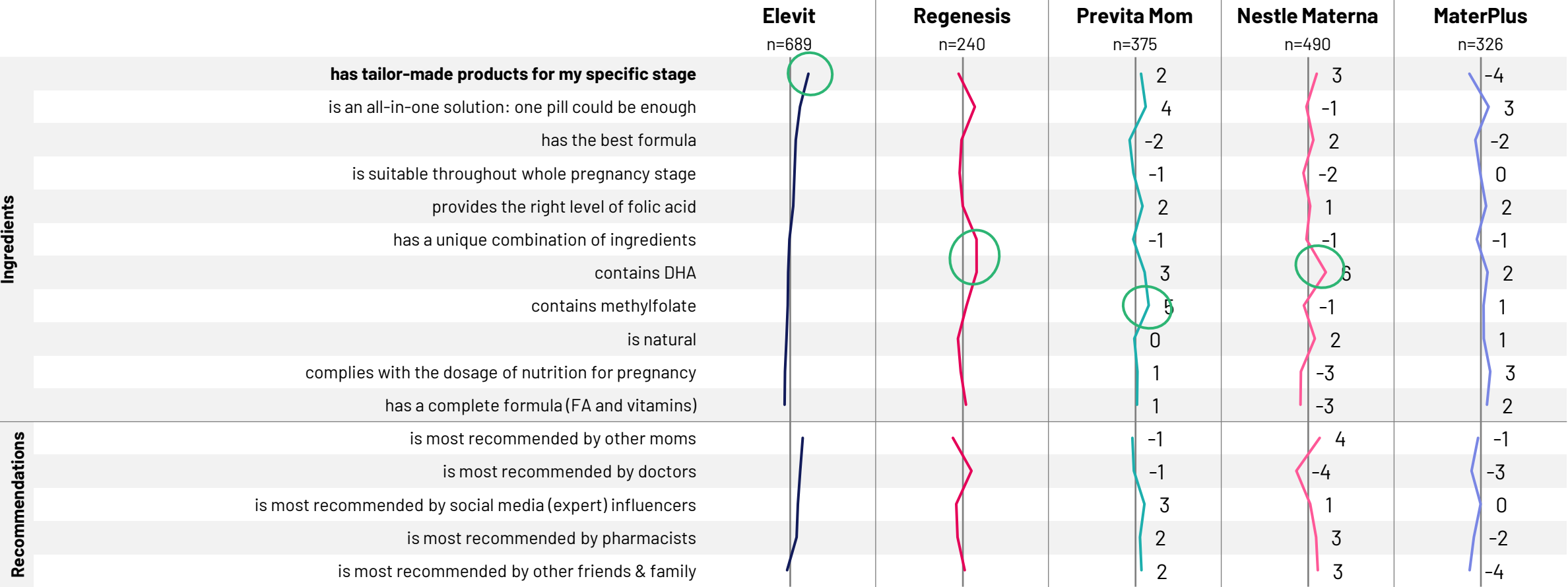
By stage:

- Fertility Boosting (n=225)
- Fertility Issues (n=259)
- Trying to Conceive (TTC) (n=136)
- Pregnant (n=95)
- Breastfeeding (n=131)
- Other New Moms (n=191)

Results in %  
 Base: All respondents, n=915 PMVS users p12m MEX  
 Q15: Please think again about the last time you bought CATEGORY, did you compare any of these features / attributes before you decided on the brand to buy?  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Elevit has a competitive edge on offering tailor-made products for specific stages.

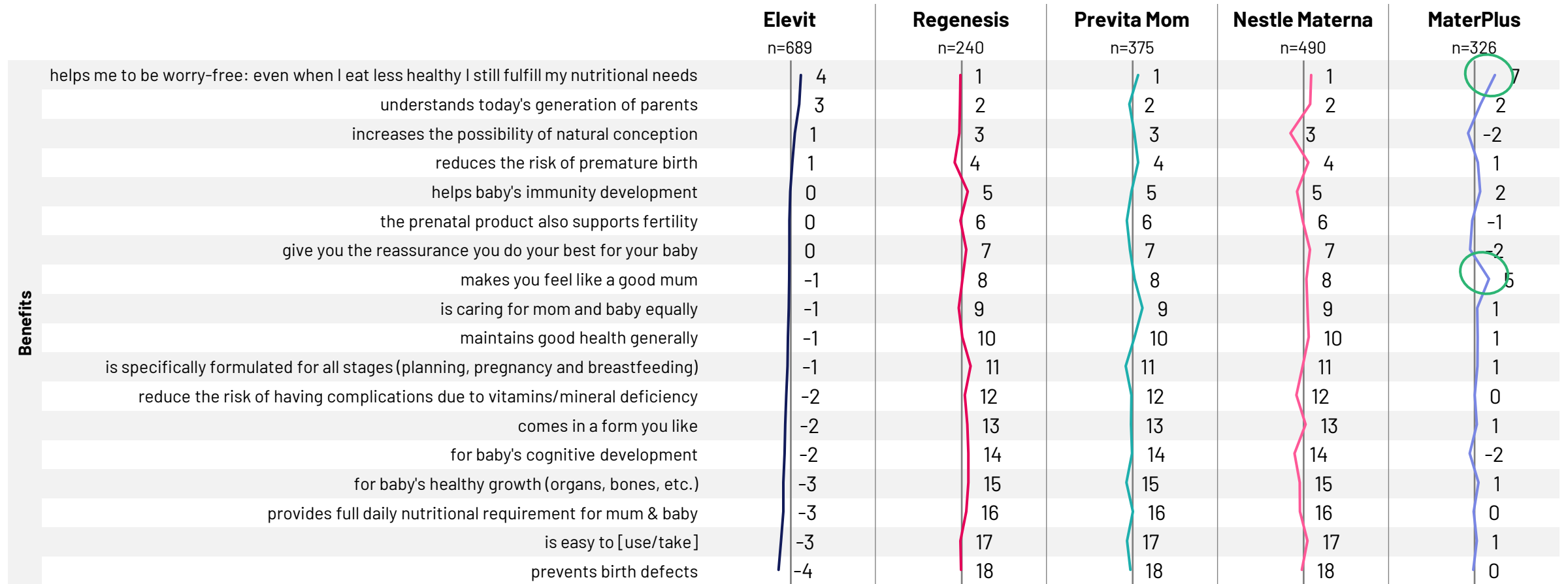
## Brand Image Strengths & Weaknesses - Elevit vs. Key Competitors / 1



Results in %, normalized scores showing relative strengths & weaknesses per brand  
 Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.

# MaterPlus has a relative strengths on helping moms feeling “worry free”.

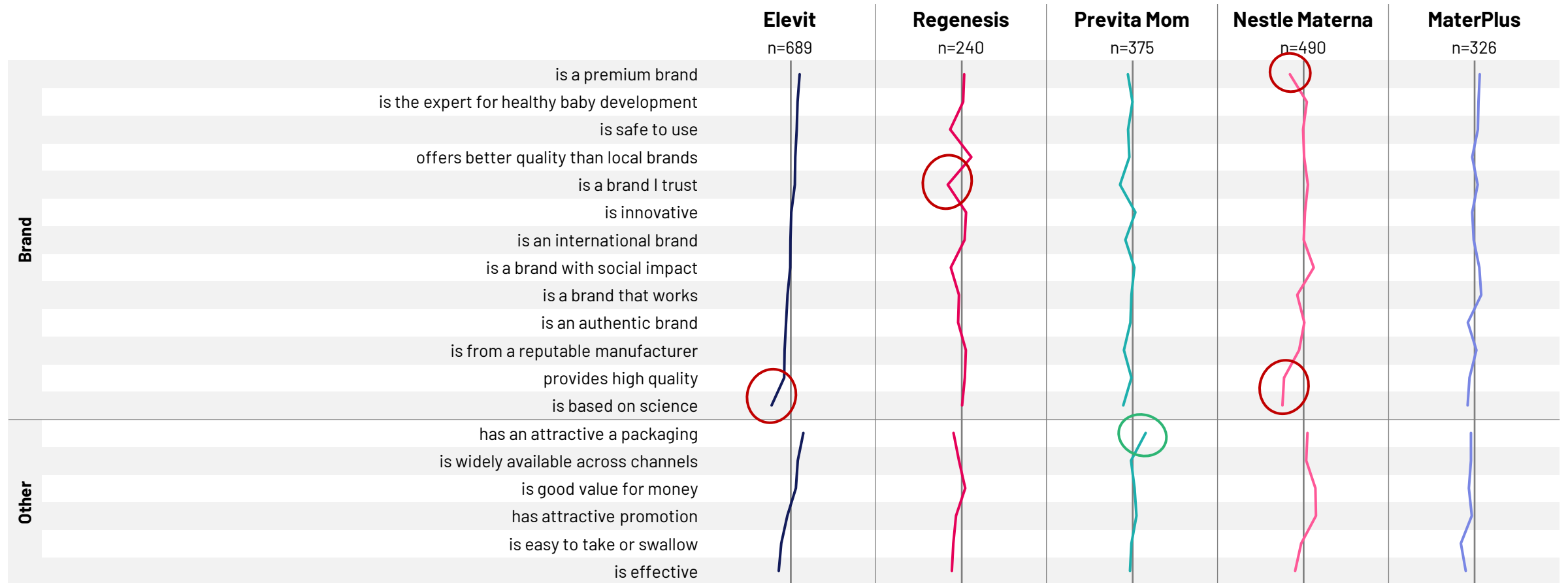
## Brand Image Strengths & Weaknesses - Elevit vs. Key Competitors / 2



Results in %, normalized scores showing relative strengths & weaknesses per brand  
 Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# Elevit has a relative weakness on being “based on science” – which seems to be more often claimed by smaller brands (not listed here).

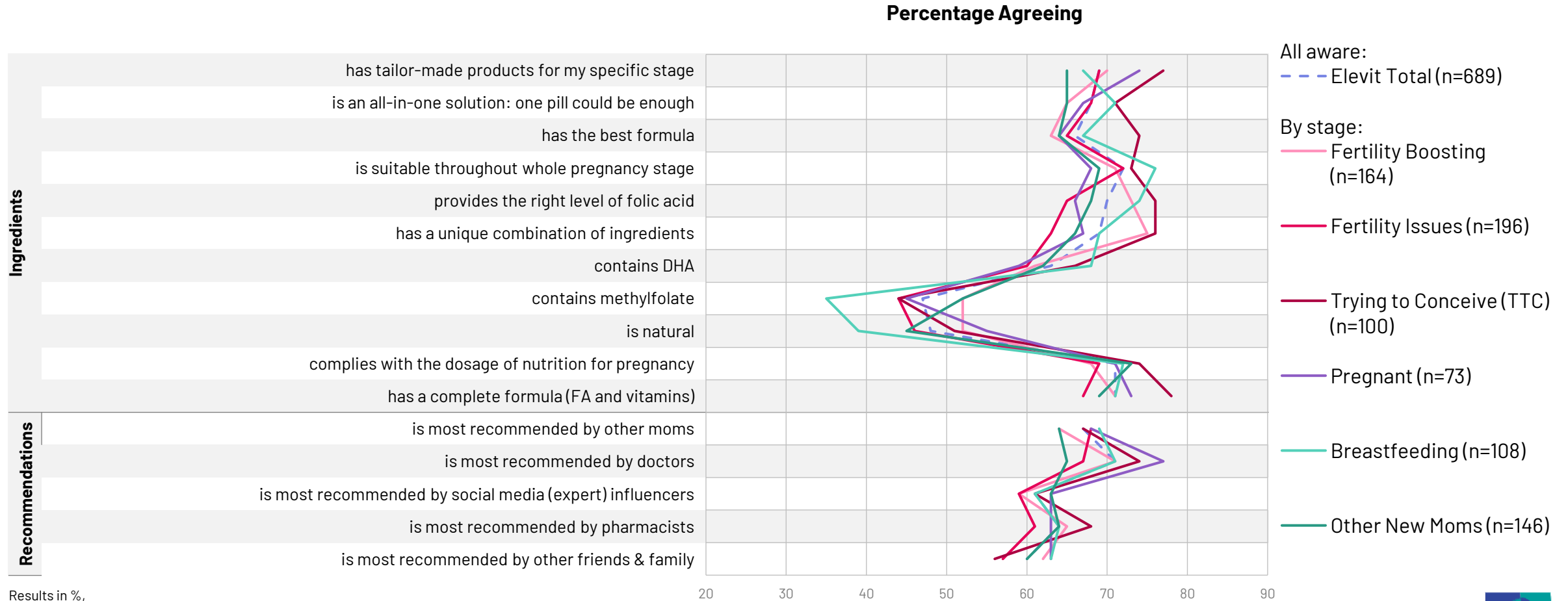
## Brand Image Strengths & Weaknesses - Elevit vs. Key Competitors / 3



Results in %, normalized scores showing relative strengths & weaknesses per brand  
 Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.

# TTC more often see Elevit as offering tailor-made products and having a complete formula.

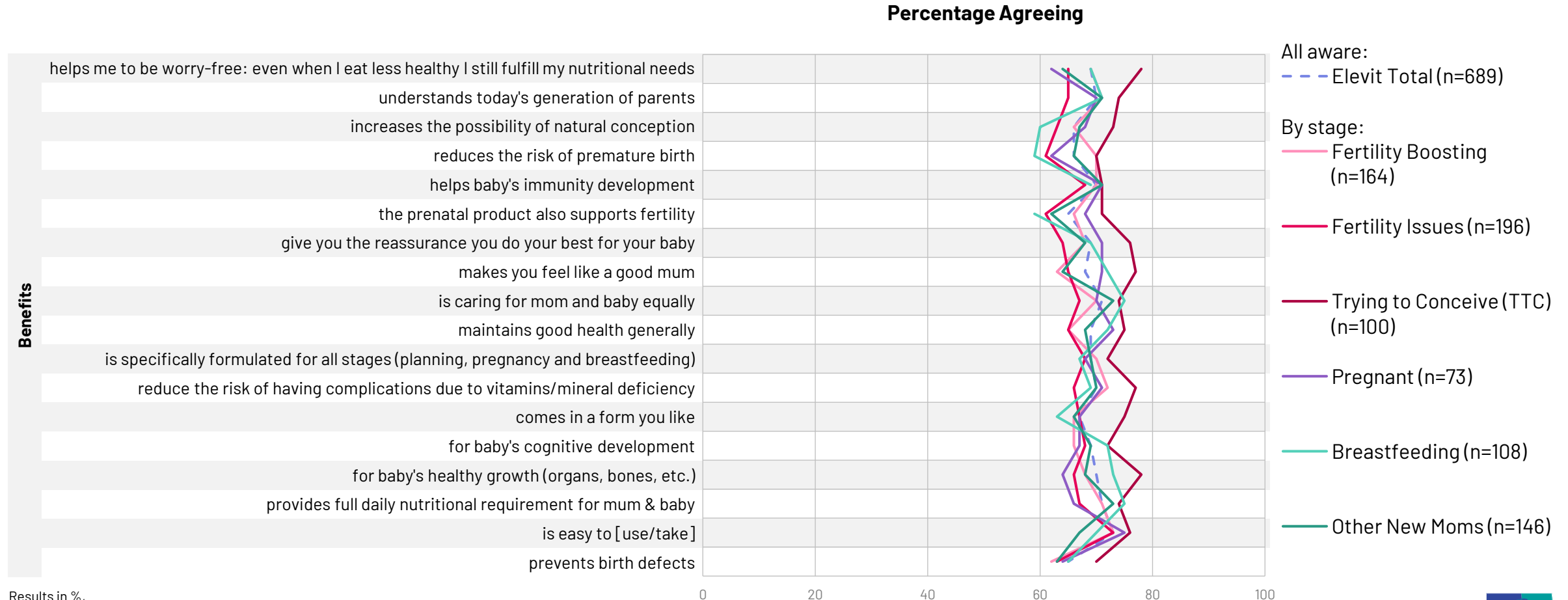
## Elevit Brand Image by Stage/ 1



Results in %, Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# TTCs with the most positive brand image also in terms of benefits.

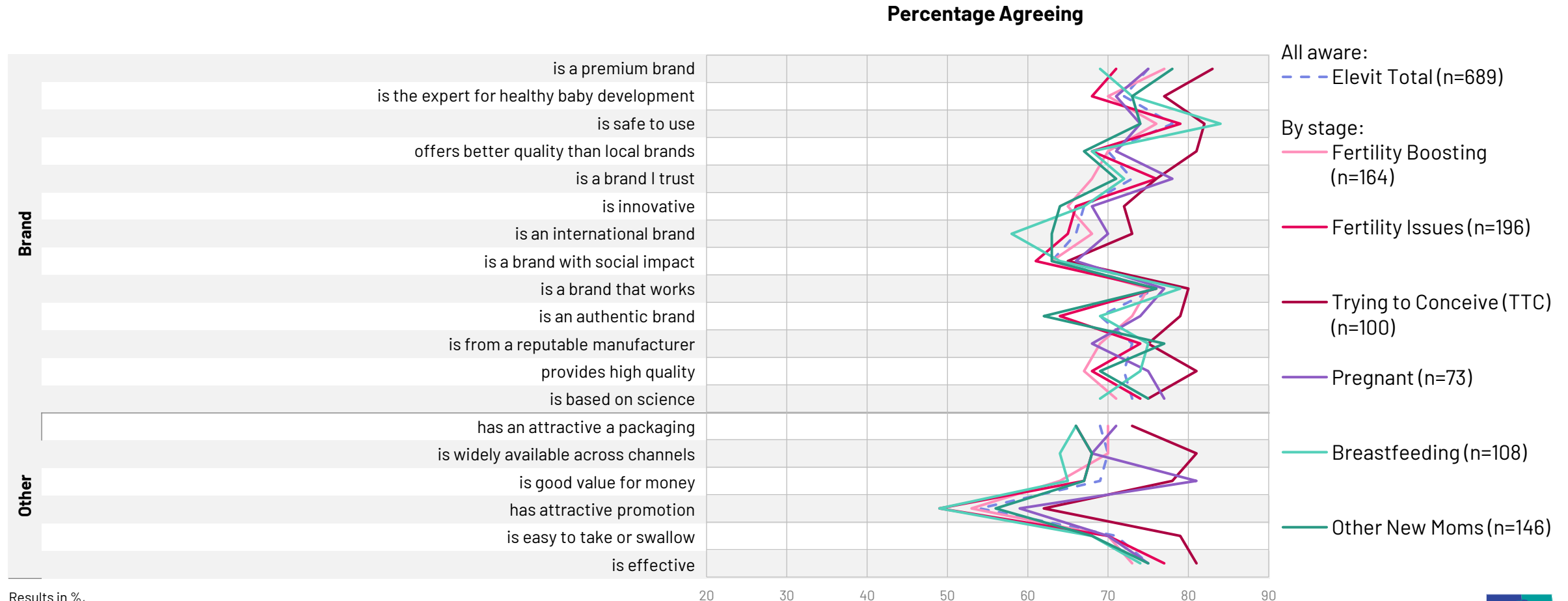
## Elevit Brand Image by Stage/ 2



Results in %, Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# TTCs showing the most positive brand image overall.

## Elevit Brand Image by Stage/ 3



Results in %, Base: All respondents, PMVS users p12m MEX  
 Q39: Please look at the following statements and the brand(s) of CATEGORY you know.  
 © Ipsos | Elevit Consumer Shopper Journey | May 2025 | Client Use Only

# THANK YOU.

[Antje.Kaiser@ipsos.com](mailto:Antje.Kaiser@ipsos.com)

[Simone.Paetzel@ipsos.com](mailto:Simone.Paetzel@ipsos.com)

[Robert.Lindner@ipsos.com](mailto:Robert.Lindner@ipsos.com)