



## KEY SURVEY FINDINGS

### NATIONAL CONSUMER RESEARCH

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#### OVERVIEW

Bayer commissioned research house PureProfile to conduct an online survey between 16–26th September 2025. The purpose of the survey was to gain further understanding of the experience of women going through the pre-conception, pregnancy or postpartum journey. The aim was to open the door for a greater conversation on the stressors and pressures women experience, as well as the support they might need throughout their pregnancy journey. The insights from the survey also paved the way for Bayer's strategic partnerships with innovative Aussie start-ups in the pregnancy space, including Happy Kat and Lumi Health, aimed at delivering comprehensive care that includes pre-natal nutrition, genetic screening, pregnancy education and postnatal wellbeing support. A survey was conducted of 1,014 Australian women aged 18-45 who are actively thinking about pregnancy, trying to get pregnant, currently pregnant, within the postpartum period (up to 2 months) or have children of up to 12 months old.

#### KEY SURVEY FINDINGS

**Women face significant stressors across the entire pregnancy journey, from pre-conception planning through pregnancy and postpartum. From anxieties about the baby's health and their own pivotal role, to the profound physical and mental transition to motherhood, their shared experiences unveil the tumultuous reality of this life stage.**

##### Planning/pre-conception

- The top three factors women reported as current or past concerns regarding fertility were stress and mental wellbeing (50%), hormonal imbalances (32%), and egg quality and overall physical health (both 30%).
- Among women who are or have been pregnant, more than half (57%) reported taking longer than expected to fall pregnant. Of those who had delays falling pregnant, the top three impacts of this delay were feelings of disappointment/sadness (47%), envy/jealousy (34%), and frustration/anger (33%).
  - More than a quarter of women reported feeling pressure to become pregnant from immediate family (31%) and societal expectations of them as women (30%), with almost



a quarter feeling this pressure from extended family (24%), social media (23%) and their own personal belief or drive (23%).

- For women who are or have been pregnant, 42% reported their top unspoken worries about having children concerned the general health of the baby\*, and the financial strain of raising a child (13%).

*\*Note: 'general health of the baby' is an aggregate of 'the baby's general physical health/development (28%)' and 'the possibility of the baby inheriting a genetic disorder/s (14%)'*

- Despite fears about the baby's health, less than one in three women (30%) who are or have been pregnant reported completing genetic carrier screening. More than a quarter of women (27%) who are or have been pregnant said they have not heard of genetic carrier screening, evidencing the need for further education in this space.

### Pregnancy

- More than two thirds of women who are or have been pregnant (69%) feel/felt very responsible for 'getting everything right' when it came to their baby's physical and emotional development during pregnancy.
- 80% of women who are or have been pregnant reported concerns\* about their diet or nutritional intake during pregnancy, with food aversion or pregnancy symptoms affecting the nutritional intake of two thirds of women who are or have been pregnant (66%) to a moderate or significant extent\*\*, evidencing the need for nutritional support, such as that provided by pregnancy multivitamins like Elevit.

*\*Note: 'concerns' is an aggregate of 'slightly concerned' (27%), 'moderately concerned' (37%) and 'very concerned' (15%)*

*\*\*Note: 'moderate extent' = 42%, 'significant extent' = 23%.*

- More than two thirds (67%) of women who are or have been pregnant agree\* they have reduced or intended to reduce their personal hobbies/ desires or career aspirations to appear 'together' as a parent. This suggests that the pressure of pregnancy often compels women into forgoing activities that typically bring them joy, happiness and fulfillment.

*\*Note: 'agree' is an aggregate of 'strongly agree' (28%) and 'somewhat agree' (39%)*

- The majority of women who are or have been pregnant rated their mental health during pregnancy as 'good, fair' (43%). More than one in ten rated their mental health as 'poor' (11%) or 'very poor' (2%).

### Postpartum

- In the days or weeks following childbirth, nearly half of women who have given birth (47%) reported feeling sadness, mood swings, irritability or tearfulness frequently. Just over 1 in 3 women who have given birth report experiencing this often (35%), while just over 1 in 10 reports experiencing this always (12%).



- More than a third of women who have given birth (34%) reported feeling constant fear about the baby's health and wellbeing, and a similar amount (29%) reported feeling the overwhelming weight of their responsibility for the baby's wellbeing.
- More than one in five women who have given birth reported the immediate emotional rollercoaster after birth hit them harder than they ever thought possible (24%) and that the physical recovery was brutal or far more challenging than anyone had prepared them for (23%).
- A quarter of women who have given birth reported experiencing a noticeable sense of grief, disappointment or loss related to their birth experience or motherhood expectations, with an additional one in ten (11%) reporting this feeling to be profound.
- The most common, under-discussed postpartum changes women who have given birth reported were:
  - Nearly half (49%) felt 'touched out' or experienced sensory overload.
  - More than a quarter (29%) struggled with significant cognitive changes or 'mum brain'.
  - More than one in four (27%) struggled with social isolation/loneliness.
  - More than one in four (27%) doubted their ability to be a 'good' mother.
  - More than one in five (21%) reported intense feelings of rage or irritability.
  - More than a fifth (21%) felt significant relationship strain with their partner beyond sexual intimacy.

**On top of existing stressors, mothers navigate pervasive pressure stemming from internal demands, social circles and societal expectations – a lifelong experience that begins with observing their own mother figures.**

- Half of women who are preparing for pregnancy, are pregnant, or have had a child in the last 12 months (50%) observed evident\* expectations growing up of their mother/grandmother to always appear resilient, capable or in control, even when experiencing difficulties.  
*\*Note: evident is an aggregate of 'somewhat evident' (28%) and 'very evident' (22%).*
- Nearly two thirds of women (65%) who observed this expectation from their mother/grandmother when they were young reported feeling a similar strong (44%) or very strong (21%) expectation of themselves to exhibit the same 'she'll be right' stoicism.
- More than a quarter of women who are preparing for pregnancy, are pregnant, or have had a child in the last 12 months reported feeling pressure to become pregnant from immediate family (31%), societal expectations of them as women (30%), from extended family (24%), social media (23%) and their own personal belief or drive (23%).
- 40% of women who are or have been pregnant reported social media had a negative impact on how they feel or felt during pregnancy and postpartum. Of these women, the top three negative impacts they reported were setting an unrealistic standard for how quickly their body should 'bounce back' after birth (45%), making them feel like they needed to have a perfectly organised



or aesthetically pleasing nursery/home (45%) and making them feel like they weren't "enjoying every moment" enough (40%).

**This tension between the expectation that 'she'll be right' and the starkly contrasting reality of struggles experienced throughout motherhood makes it harder for mothers to be open about their experiences.**

- 80% of women who have given birth agree\* the societal pressure to be a 'good mum' makes it harder for mothers to be open about their struggles.  
*\*Note: 'agree' is an aggregate of 'somewhat agree' (39%) and 'strongly agree' (41%)*

**Even amidst significant challenges, women attest to the positive influence of supportive communities on their motherhood journey and readily share advice to help others manage stress and pressure. This highlights the undeniable importance of cultivating encouraging, pressure-free communities and robust support networks to uplift mothers and reduce their burdens during this crucial time.**

- When women with children were asked to compare their expectations of birth to the reality, their most common responses were:
  - The support they received from their partner, medical staff, or others was more positive than they had anticipated (27%).
  - They discovered an inner strength they didn't know they possessed (25%).
  - Their body's ability to cope with labour was far stronger and more intuitive than they ever imagined (22%).
  - Medical interventions (e.g., C-section, epidural) were a welcome relief or a necessary part of a positive outcome, even if not in their "ideal" plan (21%).
- Of women who have given birth, when asked what advice they would give to themselves before having their first child, nearly half (48%) responded 'don't compare your journey to others'. The next most common answers, all 43%, were 'it's okay to ask for and accept help', 'trust your instincts as a parent' and 'your body will change, and that's okay'.
- Even though 40% of women who are or have been pregnant reported social media had a negative impact on how they feel or felt during pregnancy and postpartum, social media can also be seen as a force of good and a community enabler. Over half (55%) of women who are or have been pregnant reported social media has/had a positive impact on their feelings during the pregnancy and/or postpartum periods, suggesting the community it fosters can be a positive resource when free from content creating pressure. Therefore, social media can have a dual impact on many women; being a positive supporter of their pregnancy journey whilst also having a negative effect on their sense of self.



- One in three (33%) women who are or have been pregnant rated their mental health during pregnancy as 'very good', with more than one in ten (11%) reporting it as 'excellent'.

***ENDS***