

Gurugram-based startup Shyft announces launch of women's health focused brand Dash Health

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Dash Health will serve as a health, wellness & lifestyle management brand, dedicated towards improving women's health



Gurugram-based health & wellness startup Shyft has announced the launch of its new women's health focused brand - Dash Health. It will serve as a health, wellness, and lifestyle management brand dedicated towards improving women's health with a mission to improve awareness, create community support, and offer lifestyle management services targeted towards different health conditions.

The launch reinforces the company's commitment towards offering focused & impactful solutions for PCOS management, menstrual & hormonal health, natal care, and menopause. The expert-led services across nutrition, fitness & yoga, therapy and more are designed to complement and work in tandem with clinical & medical services that the customer may already be availing, to drive positive health outcomes.

Having catered to over 30,000 women customers over the past two and a half years, Shyft has an in-depth understanding of the gaps in women's health related services, and established proven solutions to drive positive health outcomes. As a dedicated platform for women's health, Dash Health will now focus on making women more aware about their health - not just the problems, but also the solutions.

The platform will also curate and share credible resources related to members' health conditions, and offer access to experts who can address any questions or concerns raised by members. Dash Health will also expand its services portfolio with dedicated therapy and dermatology consultations for concerns across various life stages.

The women's health market is a large and growing market. According to a recent market research study by Contraceptive Datum Insights, the global women's health market was valued at \$ 40.29 billion in 2022, and is projected to reach \$58.24 billion by 2030, at a CAGR of 4.8% from 2023 to 2030.

Another recent report by Insights10 projects that India's women's health market will grow from \$ 0.726 billion in 2022 to \$ 1.325 billion by 2030, registering a CAGR of 7.80%. This growth is being driven by a number of factors, including the increasing awareness of women's health issues, and the rising prevalence of chronic diseases & hormonal imbalance related disorders.