

THE HOLIDAY GUT-PUNCH

Women more likely to serve as 'Holiday CEO' and their gut health suffers

A recent survey conducted by YouGov and [Oshi Health](#) suggests a direct link between holiday season stresses and an increased likelihood of gastrointestinal (GI) issues.

Here are the findings:



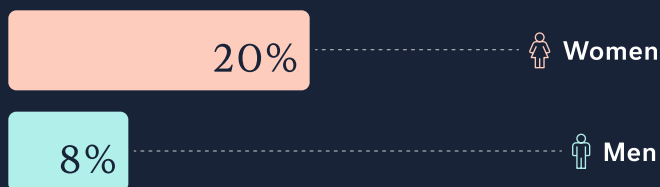
Americans' gut health suffers during the holiday season



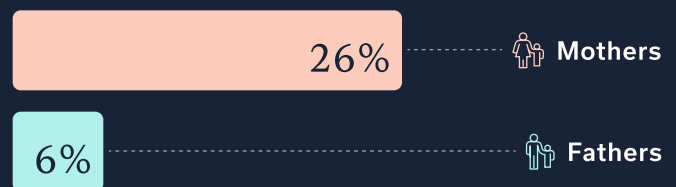
76% of Americans reported experiencing gastrointestinal stress and discomfort during the holiday season.

Yet women are more likely to experience gut issues, likely because they report bearing the bulk of holiday planning and responsibilities.

Women are more likely to be "Holiday CEOs"



Parents who say they "do it all"

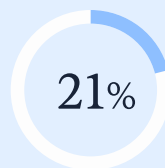


And their guts feel it.

1 in 3
Holiday CEOs



vs



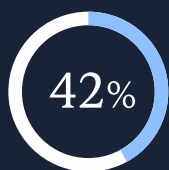
Over 1 in 5
Non-CEOs

are more likely to experience gut symptoms during the end-of-year holiday season



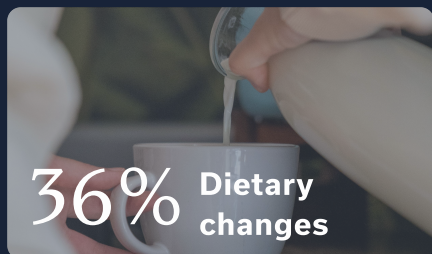
Holiday season gut distress culprits

The primary drivers of gut issues during the holidays:



**Financial
stress**

Other trigger
categories include:



36% Dietary
changes



34% Interpersonal
dynamics



32% Fatigue/lack
of rest

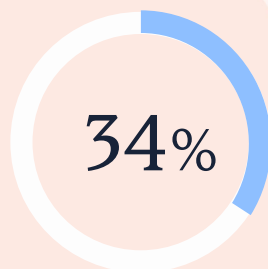
Parenting compounds workload and health toll

86% of parents with kids under 18 report feeling stress and GI discomfort over the holiday season.

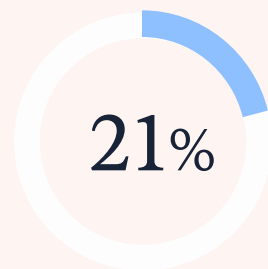
34% of people who experience GI issues regularly report that they are more likely to experience stomach issues during the holiday season.



The GI toll is especially heavy on mothers



of mothers who are
holiday CEOs & have
children under 18



of total fathers

report they are more likely to experience
stomach issues during the holiday season

The takeaway

This convergence of household duties, financial pressures, and social expectations creates a hidden holiday health crisis.

While women face added challenges from caregiving roles and hormonal shifts, a complex mix of biological, psychological, and social factors shapes everyone's gut. By connecting these dots, Oshi helps patients move past stigma, avoid costly care, and regain quality of life.



ABOUT OSHI HEALTH

Oshi Health is the only nationwide multidisciplinary gastrointestinal (GI) medical clinic combining specialized medical, dietary, and gut-brain care proven to get patients better, faster. Available to adults in all 50 states with the convenience of telehealth and in-network with most insurance providers, Oshi's care accelerates the speed to diagnosis and symptom control—significantly improving people's quality of life.

 To learn more visit www.oshihealth.com



We've long known that the gut and brain are in constant conversation. **When stress rises, digestion feels it.** During the holidays, that connection becomes even more visible. For many women, especially the 'Holiday CEOs' who do it all—planning, cooking, hosting, remembering every detail—that invisible labor isn't just exhausting, it can trigger real digestive symptoms. Your gut literally feels the weight of the season."

TRETA PUROHIT, MD

Executive Medical Director &
Gastroenterologist at Oshi Health

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2,504 adults. Fieldwork was undertaken between 26th - 30th September 2025. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).