

Mother and Child Healthcare Market by Service (Pre-Natal Services, Birthing Services, Post-Natal Services, and Fertility Services), Maternal Age (Under 20, 21 to 30, 31 to 38, and 39 & Above), and Location (Hospitals, Nursing Homes & Clinics, In-Home Services and Online): Global Opportunity Analysis and Industry Forecast, 2021–2030

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Abstracts

The global mother and child healthcare market was valued at \$ 504.9 billion in 2020 and is projected to reach \$ 1,795.9 billion by 2030 registering a CAGR of 13.7% from 2021 to 2030.

Mother and child healthcare is the health service provided to mothers (women in their child bearing age) and children. The targets for mother and child healthcare are all women in their reproductive age groups, such as, 15 to 49 years of age, children, school age population, and adolescents. Throughout the globe, particularly in developing countries, there is a rise in concern and interest in maternal and child health care. This commitment toward mother and child healthcare advanced further after the World Summit for Children, 1991, which gave serious consideration and outlined major areas to be addressed in the provision of maternal and child health care services.

The outbreak of COVID-19 has disrupted workflows in the healthcare sector across the world. The disease has forced a number of industries to shut their doors temporarily, including several sub-domains of healthcare. Moreover, there has also been a negative effect on various healthcare services, including mother & child healthcare market. Owing to the pandemic, healthcare workers, equipment, and facilities have been moved to cope with the rising number of patients having COVID-19. The pandemic caused

major impediments in the pharmaceutical and medical supply chain globally. Although mortality rates for COVID-19 appear to be low in children and women of reproductive age, these groups might be affected out of proportions due to disarrayed routine health services, particularly in low-income and middle-income countries such as India. The fear of contracting the virus at health facilities, lack of trust in health system, and misinformation about source of diseases are creating breeding grounds that may reverse the progress achieved in maternal and child health indicators. Public health measures, if not customized to country-specific scenarios, may lead to harm that is arguably greater than the fatal effects of a pandemic that were meant to be avoided.

Increase in adoption of mother and child healthcare services is the major factor that propels the market growth. Moreover, willingness among parents to seek opinion from super-specialists drive growth of the mother and child healthcare market. However, problem of supplies (drugs, medicines) in remote areas are expected to restrain growth of the market. Moreover, increase in willingness among parents to seek opinion from super-specialists are anticipated to provide lucrative growth opportunities for market players.

The global mother and child healthcare market is segmented on the basis of services, maternal age, location, and region. On the basis of services, the market is categorized into pre-natal services, birthing services, post-natal services, and fertility services. By maternal age, it is classified into under 20, 21 to 30, 31 to 38, and 39 and above. By location, it is segmented into hospitals, nursing homes & clinics, in-home services, and online. The hospitals segment is further classified into under 20, 21 to 30, 31 to 38 and 39 & above. Moreover, the nursing homes & clinics segment is further categorized into under 20, 21 to 30, 31 to 38, and 39 & above. Furthermore, in-home services segment is further divided into under 20, 21 to 30, 31 to 38, and 39 & above. The online segment further divided into under 20, 21 to 30, 31 to 38 and 39 and above. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

KEY BENEFITS FOR STAKEHOLDERS

The study provides an in-depth analysis of the global mother and child healthcare market along with the current trends and future estimations to elucidate the imminent investment pockets.

A comprehensive analysis of the factors that drive and restrict the market growth is provided in the report.

Comprehensive quantitative analysis of the industry from 2020 to 2030 is provided to enable the stakeholders to capitalize on the prevailing market opportunities.

Extensive analysis of the key segments of the industry helps understand the applications and services of mother & child healthcare used across the globe.

Key market players and their strategies have been analyzed to understand the competitive outlook of the market.

KEY MARKET SEGMENTS

By Services

Pre-Natal Services

Birthing Services

Post-Natal Services

Fertility Services

By Maternal Age

Under 20

21 to 30

31 to 38

39 & above

By Location

Hospitals

Under 20

21 to 30

31 to 38

39 & above

Nursing homes & clinics

Under 20

21 to 30

31 to 38

39 & above

In-home services

Under 20

21 to 30

31 to 38

39 & above

Online

Under 20

21 to 30

31 to 38

39 & above

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

Japan

China

Australia

India

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Rest of LAMEA

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