

Femtech Market - Global Outlook and Forecast 2021-2026

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Abstracts

In-depth Analysis and Data-driven Insights on the Impact of COVID-19 Included in this Global Femtech Market Report

The femtech market is expected to grow at a CAGR of over 13% during the forecast period 2020-2026.

The healthcare market is entering the era of digital innovation as patients seek on-demand healthcare. It is estimated that 80% of women spend on health products and make 90% of household decisions on health issues. Developers in healthcare have introduced female technology, which is broadly termed femtech. The usage of medical apps is increasing as it creates health awareness, health coaching, and medication management to technology-enabled solutions for accurate screening and diagnosis of chronic diseases; femtech applications covers major areas of healthcare. Healthcare professionals are in the pipeline to create better workflows using artificial intelligence-powered systems. With the wide acceptance of digital transformation in the healthcare market, several femtech companies focus on collecting their health data from medical devices, including wearable technology. As most of the technologies are implemented in femtech products, the rise in demand for these solutions can enhance the market's growth.

The following factors are likely to contribute to the growth of the femtech market during the forecast period:

Latest approaches for preventing female-specific chronic conditions

Advancements of smart medical devices & wearables for women

Rising demand for digital health solutions

Growing interest of venture capitalists

The report considers the present scenario of the femtech market and its market dynamics for the period 2020-2026. It covers a detailed overview of several market growth enablers, restraints, and trends. The study covers both the demand and supply sides of the market. It also profiles and analyzes leading companies and several other prominent companies operating in the market.

FEMTECH MARKET SEGMENTATION

The demand for smart medical devices with more comfort and reduced side effects is gaining traction in female-focused health products. Femtech investors, fitness wearable manufacturers, and health advocates should focus on creating solutions for the entire spectrum of women. Clue offers fertility tracking solutions collaborating with Fitbit's ionic sports watch to make the first-period tracking app compatible with the Fitbit OS.

Femtech assists women through pre-pregnancy, pregnancy to the post-pregnancy stage. Latest technology solutions can help with newborn baby health monitoring and nursing care. Many startups are creating innovative digital technologies incorporated into the femtech products, thereby driving the market's growth. A female-founded startup addressing women's sexual health is Rosy, a digital health solution supporting women experiencing low libido. The global femtech market by maternal health is expected to reach over USD 19 billion by 2026. Many devices, wearables, applications have been developed to monitor body changes in pregnant women and prenatal care. Bloomlife, Luna, Lucina, Obseva, Inpress Technologies, and many others are providing pregnancy-related services.

Technological advancements can keep women informed about their health issues and be managed efficiently. Diagnostic and screening services are mostly performed by using medical devices specific for diagnosing female health conditions. Endodiag, a French medical technology company that allows early diagnosis of endometriosis, and iSono Health developed a screening device for breast cancer. Femtech devices gaining significance in this sector include Bellabeat Leaf, which allows women to track, manage, and improve their overall health. CareNX Innovations provides smartphone-integrated care diagnostics making it highly accessible to women in rural areas.

Government and NHS authorities are funding the end-users to increase the consumption of femtech products. Among various end-users, hospitals and surgical centers have the highest adoption of femtech products and services, contributing a significant share in the market. The acceptance of personalized diagnostics, smart tools, and evidence-based recommendations are changing the way women's health issues are addressed.

The use of artificial intelligence and data analytics in diagnostics can improve the effectiveness of screening and diagnosis. Most tech companies and investors focused on fertility and maternity management, such as Natalist, which offers DTC products for fertility, pregnancy, and educational information.

Segmentation by Product Type

Device

Software

Segmentation by Indication

Maternal Health

Fertility

Menstruation

Sexual Wellness

Others

Segmentation by Application

Treatment

Diagnosis

General Wellness

Segmentation by End-user

Hospitals & Surgical Centers

Diagnostic Centers

Fertility Clinics

Direct to Consumer

INSIGHTS BY GEOGRAPHY

The onset of various women-specific chronic diseases and other health issues are widespread in North America. The utilization of telehealth and mHealth services has drastically increased among women in North America. The market has grown profoundly in the North American region than any other regions across the globe. The application of femtech in the US is supported by many players offering products and services related to female healthcare.

The EU is also funding several telehealth projects and pilot programs to increase its adoption. The UK, Germany, and France are the three countries fueling the growth of the female technology market in Europe. Germany is leading compared to other countries in Europe due to the emergence of major startups that gained high attention in the market.

Segmentation by Geography

North America

US

Canada

Europe

Germany

UK

France

Italy

Spain

APAC

China

Japan

India

Australia

South Korea

Latin America

Brazil

Mexico

Argentina

Middle East & Africa

South Africa

Saudi Arabia

Turkey

COMPETITIVE LANDSCAPE

Femtech is acclaimed as the next big phenomenon in the women's healthcare market, offering clinical diagnostics, biopharmaceuticals, and medical device companies to utilize the opportunities in the market. The increasing government initiatives and regulatory approvals boost the development of femtech products in the healthcare industry. The increasing fund by several investors is the major opportunities raised for the female healthcare companies.

Some of the leading players in the market include Bloomlife, Bloomer Tech, Clue, Elvie, Fizimed, Glow, Flo Health, Inne, NaturalCycles, Nurx, and many others. Aspivix is a medical device start-up based in Switzerland, committed to developing gentle and modern gynecological solutions that advance women's healthcare.

Prominent Vendors:

ALYK

Aspivix

Athena Feminine Technologies

Ava Science

Biowink GmbH

Bloomer Tech

Bloomlife

Bonzun IVF

Calla Lily Personal Care

Cocorointim SL

Cirql Biomedical

Daye

Elvie

Enjoy

FemCy

Fizimed

Flo Health

Freda

Glow

Grace Health

HeraMED

Inne

iSono Health

Joylux

Juno Bio

Kasha

LactApp

Minerva Surgical

Moody Month

Natural Cycles

Nurx

NUVO

NVision Medical

Peanut

Tempdrop

Thinx

Totohealth

Univfy

Willow

WOOM

KEY QUESTIONS ANSWERED

How big is the femtech market?

What is the growth rate of the US femtech market?

What are the key technologies driving the Femtech Market?

How is COVID-19 enabling the femtech market growth?

Which end-user segment is the fastest growing in the femtech market?

Contents

1 RESEARCH METHODOLOGY

2 RESEARCH OBJECTIVES

3 RESEARCH PROCESS

4 SCOPE & COVERAGE

4.1 Market Definition

4.1.1 Inclusions

4.1.2 Exclusions

4.1.3 Market Estimation Caveats

4.2 Base Year

4.3 Scope of The Study

4.3.1 Market Segmentation by Product Type

4.3.2 Market Segmentation by Indication

4.3.3 Market Segmentation by Application

4.3.4 Market Segmentation by End-user

4.3.5 Market Segmentation By Geography

5 REPORT ASSUMPTIONS & CAVEATS

5.1 Key Caveats

5.2 Currency Conversion

5.3 Market Derivation

6 MARKET AT A GLANCE

7 INTRODUCTION

7.1 Overview

7.1.1 Women in Healthcare (Global)

7.1.2 Three Waves of Femtech Evolution

7.1.3 Future Wave & Opportunities in Femtech

8 MARKET OPPORTUNITIES & TRENDS

- 8.1 Growing Interest of Venture Capitalists
- 8.2 Growing Availability Of Smart Medical Devices For Women
- 8.3 Increasing Sexual & Reproductive Awareness Due To Digital Technologies
- 8.4 Inclusive Care For Queer Communities Through Femtech

9 MARKET GROWTH ENABLERS

- 9.1 Preventing Female-Specific Chronic Conditions
- 9.2 Increasing Demand For Digital Health Solutions
- 9.3 Role Of Women In Increasing Traction Toward Femtech
- 9.4 Large Growth Potential In Femtech Services

10 MARKET RESTRAINTS

- 10.1 Low Adoption of Digital Technologies In Rural Areas
- 10.2 Societal Myths & Taboos Surrounding Women's Health
- 10.3 Lack of Awareness About Reproductive Health & Menstrual Hygiene

11 MARKET LANDSCAPE

- 11.1 Market Overview
 - 11.1.1 Geography
 - 11.1.2 Product Type
 - 11.1.3 Indication
 - 11.1.4 Application
 - 11.1.5 End-user
- 11.2 Market Size & Forecast
- 11.3 COVID-19 Impact on Women's Health
- 11.4 Five Forces Analysis
 - 11.4.1 Threat of New Entrants
 - 11.4.2 Bargaining Power of Suppliers
 - 11.4.3 Bargaining Power of Buyers
 - 11.4.4 Threat of Substitutes
 - 11.4.5 Competitive Rivalry

12 PRODUCT TYPE

- 12.1 Market Snapshot & Growth Engine
- 12.2 Market Overview

12.3 Device

12.3.1 Market Overview

12.3.2 Market Size & Forecast

12.3.3 Device: Geographical Segmentation

12.4 Software

12.4.1 Market Overview

12.4.2 Market Size & Forecast

12.4.3 Software: Geographical Segmentation

13 INDICATION

13.1 Market Snapshot & Growth Engine

13.2 Market Overview

13.3 Maternal Health

13.3.1 Market Overview

13.3.2 Market Size & Forecast

13.3.3 Maternal Health: Geographical Segmentation

13.4 Fertility

13.4.1 Market Overview

13.4.2 Market Size & Forecast

13.4.3 Fertility: Geographical Segmentation

13.5 Menstruation

13.5.1 Market Overview

13.5.2 Market Size & Forecast

13.5.3 Menstruation: Geographical Segmentation

13.6 Sexual Wellness

13.6.1 Market Overview

13.6.2 Market Size & Forecast

13.6.3 Sexual Wellness: Geographical Segmentation

13.7 Others

13.7.1 Market Overview

13.7.2 Market Size & Forecast

13.7.3 Others: Geographical Segmentation

14 APPLICATION

14.1 Market Snapshot & Growth Engine

14.2 Market Overview

14.3 Treatment

- 14.3.1 Market Overview
- 14.3.2 Market Size & Forecast
- 14.3.3 Treatment: Geographical Segmentation
- 14.4 Diagnosis
 - 14.4.1 Market Overview
 - 14.4.2 Market Size & Forecast
 - 14.4.3 Diagnosis: Geographical Segmentation
- 14.5 General Wellness
 - 14.5.1 Market Overview
 - 14.5.2 Market Size & Forecast
 - 14.5.3 General Wellness: Geographical Segmentation

15 END-USER

- 15.1 Market Snapshot & Growth Engine
- 15.2 Market Overview
- 15.3 Hospitals & Surgical Centers
 - 15.3.1 Market Overview
 - 15.3.2 Market Size & Forecast
 - 15.3.3 Hospitals & Surgical Centers: Geographical Segmentation
- 15.4 Diagnostic Centers
 - 15.4.1 Market Overview
 - 15.4.2 Market Size & Forecast
 - 15.4.3 Diagnostic Centers: Geographical Segmentation
- 15.5 Fertility Clinics
 - 15.5.1 Market Overview
 - 15.5.2 Market Size & Forecast
 - 15.5.3 Fertility Clinics: Geographical Segmentation
- 15.6 Direct-To-Consumer
 - 15.6.1 Market Overview
 - 15.6.2 Market Size & Forecast
 - 15.6.3 Direct-to-consumer: Geographical Segmentation

16 GEOGRAPHY

- 16.1 Market Snapshot & Growth Engine
- 16.2 Geographic Overview

17 NORTH AMERICA

- 17.1 Market Overview
- 17.2 Market Size & Forecast
 - 17.2.1 North America: Product Type
 - 17.2.2 North America: Indication
 - 17.2.3 North America: Application
 - 17.2.4 North America: End-User
- 17.3 Key Countries
 - 17.3.1 US: Market Size & Forecast
 - 17.3.2 Canada: Market Size & Forecast

18 EUROPE

- 18.1 Market Overview
- 18.2 Market Size & Forecast
 - 18.2.1 Europe: Product Type
 - 18.2.2 Europe: Indication
 - 18.2.3 Europe: Application
 - 18.2.4 Europe: End-user
- 18.3 Key Countries
 - 18.3.1 Germany: Market Size & Forecast
 - 18.3.2 UK: Market Size & Forecast
 - 18.3.3 France: Market Size & Forecast
 - 18.3.4 Italy: Market Size & Forecast
 - 18.3.5 Spain: Market Size & Forecast

19 APAC

- 19.1 Market Overview
- 19.2 Market Size & Forecast
 - 19.2.1 APAC: Product Type
 - 19.2.2 APAC: Indication
 - 19.2.3 APAC: Application
 - 19.2.4 APAC: End-user
- 19.3 Key Countries
 - 19.3.1 China: Market Size & Forecast
 - 19.3.2 Japan: Market Size & Forecast
 - 19.3.3 India: Market Size & Forecast
 - 19.3.4 Australia: Market Size & Forecast

19.3.5 South Korea: Market Size & Forecast

20 LATIN AMERICA

20.1 Market Overview

20.2 Market Size & Forecast

20.2.1 Latin America: Product Type

20.2.2 Latin America: Indication

20.2.3 Latin America: Application

20.2.4 Latin America: End-user

20.3 Key Countries

20.3.1 Brazil: Market Size & Forecast

20.3.2 Mexico: Market Size & Forecast

20.3.3 Argentina: Market Size & Forecast

21 MIDDLE EAST & AFRICA

21.1 Market Overview

21.2 Market Size & Forecast

21.2.1 Middle East & Africa: Product Type

21.2.2 Middle East & Africa: Indication

21.2.3 Middle East & Africa: Application

21.2.4 Middle East & Africa: End-user

21.3 Key Countries

21.3.1 South Africa: Market Size & Forecast

21.3.2 Saudi Arabia: Market Size & Forecast

21.3.3 Turkey: Market Size & Forecast

22 COMPETITIVE LANDSCAPE

22.1 Competition Overview

23 PROMINENT VENDORS

23.1 ALYK

23.1.1 Business Overview

23.1.2 Product Offerings

23.2 ASPIVIX

23.2.1 Business Overview

- 23.2.2 Product Offerings
- 23.3 Athena Feminine Technologies
 - 23.3.1 Business Overview
 - 23.3.2 Product Offerings
- 23.4 Ava Science
 - 23.4.1 Business Overview
 - 23.4.2 Product Offerings
- 23.5 Clue By Biowink Gmbh
 - 23.5.1 Business Overview
 - 23.5.2 Product Offerings
- 23.6 Bloomer Tech
 - 23.6.1 Business Overview
 - 23.6.2 Product Offerings
- 23.7 Bloomlife
 - 23.7.1 Business Overview
 - 23.7.2 Product Offerings
- 23.8 Bonzun IVF
 - 23.8.1 Business Overview
 - 23.8.2 Product Offerings
- 23.9 Calla Lily Personal Care
 - 23.9.1 Business Overview
 - 23.9.2 Product Offerings
- 23.10 Cororointim SL
 - 23.10.1 Business Overview
 - 23.10.2 Product Offerings
- 23.11 Cirqle Biomedical
 - 23.11.1 Business Overview
 - 23.11.2 Product Offerings
- 23.12 Daye
 - 23.12.1 Business Overview
 - 23.12.2 Product Offerings
- 23.13 Elvie
 - 23.13.1 Business Overview
 - 23.13.2 Product Offerings
- 23.14 Enjoy
 - 23.14.1 Business Overview
 - 23.14.2 Product Offerings
- 23.15 Femcy
 - 23.15.1 Business Overview

- 23.15.2 Product Offerings
- 23.16 Fizimed
 - 23.16.1 Business Overview
 - 23.16.2 Product Offerings
- 23.17 FLO Health
 - 23.17.1 Business Overview
 - 23.17.2 Product Offerings
- 23.18 FREDA
 - 23.18.1 Business Overview
 - 23.18.2 Product Offerings
- 23.19 Glow
 - 23.19.1 Business Overview
 - 23.19.2 Product Offerings
- 23.20 Grace Health
 - 23.20.1 Business Overview
 - 23.20.2 Product Offerings
- 23.21 Heramed
 - 23.21.1 Business Overview
 - 23.21.2 Product Offerings
- 23.22 INNE
 - 23.22.1 Business Overview
 - 23.22.2 Product Offerings
- 23.23 Isono Health
 - 23.23.1 Business Overview
 - 23.23.2 Product Offerings
- 23.24 Joylux
 - 23.24.1 Business Overview
 - 23.24.2 Product Offerings
- 23.25 Juno Bio
 - 23.25.1 Business Overview
 - 23.25.2 Product Offerings
- 23.26 Kasha
 - 23.26.1 Business Overview
 - 23.26.2 Product Offerings
- 23.27 LACTAPP
 - 23.27.1 Business Overview
 - 23.27.2 Product Offerings
- 23.28 Minerva Surgical
 - 23.28.1 Business Overview

- 23.28.2 Product Offerings
- 23.29 Moody Month
 - 23.29.1 Business Overview
 - 23.29.2 Product Offerings
- 23.30 Natural Cycles
 - 23.30.1 Business Overview
 - 23.30.2 Product Offerings
- 23.31 Nurx
 - 23.31.1 Business Overview
 - 23.31.2 Product Offerings
- 23.32 Nuvo
 - 23.32.1 Business Overview
 - 23.32.2 Product Offerings
- 23.33 Nvision Medical
 - 23.33.1 Business Overview
 - 23.33.2 Product Offerings
- 23.34 Peanut
 - 23.34.1 Business Overview
 - 23.34.2 Product Offerings
- 23.35 Tempdrop
 - 23.35.1 Business Overview
 - 23.35.2 Product Offerings
- 23.36 Thinx
 - 23.36.1 Business Overview
 - 23.36.2 Product Offerings
- 23.37 Totohealth
 - 23.37.1 Business Overview
 - 23.37.2 Product Offerings
- 23.38 Univfy
 - 23.38.1 Business Overview
 - 23.38.2 Product Offerings
- 23.39 Willow
 - 23.39.1 Business Overview
 - 23.39.2 Product Offerings
- 23.40 WOOM
 - 23.40.1 Business Overview
 - 23.40.2 Product Offerings

24 REPORT SUMMARY

24.1 Key Takeaways

24.2 Strategic Recommendations

25 QUANTITATIVE SUMMARY

25.1 Market By Product Type

25.1.1 North America: Product Type Segmentation

25.1.2 Europe: Product Type Segmentation

25.1.3 APAC: Product Type Segmentation

25.1.4 Latin America: Product Type Segmentation

25.1.5 Middle East & Africa: Product Type Segmentation

25.2 Market By Indication

25.2.1 North America: Indication Segmentation

25.2.2 Europe: Indication Segmentation

25.2.3 APAC: Indication Segmentation

25.2.4 Latin America: Indication Segmentation

25.2.5 Middle East & Africa: Indication Segmentation

25.3 Market By Application

25.3.1 North America: Application Segmentation

25.3.2 Europe: Application Segmentation

25.3.3 APAC: Application Segmentation

25.3.4 Latin America: Application Segmentation

25.3.5 Middle East & Africa: Application Segmentation

25.4 Market By End-User

25.4.1 North America: End-user Segmentation

25.4.2 Europe: End-user Segmentation

25.4.3 APAC: End-user Segmentation

25.4.4 Latin America: End-user Segmentation

25.4.5 Middle East & Africa: End-user Segmentation

25.50 Market By Geography

25.5.1 Device: Geography Segmentation

25.5.2 Software: Geography Segmentation

25.5.3 Maternal Health: Geography Segmentation

25.5.4 Fertility: Geography Segmentation

25.5.5 Menstruation: Geography Segmentation

25.5.6 Sexual Wellness: Geography Segmentation

25.5.7 Others: Geography Segmentation

25.5.8 Treatment: Geography Segmentation

25.5.9 Diagnosis: Geography Segmentation

25.5.10 General Wellness: Geography Segmentation

25.5.11 Hospitals & Surgical Centers: Geography Segmentation

25.5.12 Diagnostic Centers: Geography Segmentation

25.5.13 Fertility Clinics: Geography Segmentation

25.5.14 Direct-to-consumer: Geography Segmentation

26 APPENDIX

26.1 Abbreviations

List Of Exhibits

LIST OF EXHIBITS

- Exhibit 1 Segmentation of Global Femtech Market
- Exhibit 2 Market Size Calculation Approach 2020
- Exhibit 3 Evolution of Femtech
- Exhibit 4 List of Companies with Femtech Apps & Products
- Exhibit 5 Impact of Growing Interest of Venture Capitalists
- Exhibit 6 Femtech Funding Raised by Women's Startups through Venture Capitalists (\$ million)
- Exhibit 7 Impact of Growing Availability of Smart Medical Devices for Women
- Exhibit 8 Impact of Increasing Sexual & Reproductive Awareness due to Digital Technologies
- Exhibit 9 Impact of Inclusive Care for Queer Communities through Femtech
- Exhibit 10 Impact of Preventing Female-specific Chronic Conditions
- Exhibit 11 Prevalence of Chronic Diseases in Men & Women by Age (2017)
- Exhibit 12 Impact of Increasing Demand for Digital Health Solutions
- Exhibit 13 Impact of Role of Women in Increasing Traction toward Femtech
- Exhibit 14 Impact of Large Growth Potential in Femtech Services
- Exhibit 15 Impact of Low Adoption of Digital Technologies in Rural Areas
- Exhibit 16 Major Barriers in Adopting Digital Technologies in Rural Areas
- Exhibit 17 Impact of Societal Myths & Taboos Surrounding Women's Health
- Exhibit 18 Impact of Lack of Awareness about Reproductive Health & Menstrual Hygiene
- Exhibit 19 Global Femtech Market by Geography
- Exhibit 20 Global Femtech Market by Product Type
- Exhibit 21 Global Femtech Market by Indication
- Exhibit 22 Global Femtech Market by Application
- Exhibit 23 Global Femtech Market by End-user
- Exhibit 24 Global Femtech Market 2020–2026 (\$ billion)
- Exhibit 25 Five Forces Analysis 2020
- Exhibit 26 Incremental Growth by Product Type 2020 & 2026
- Exhibit 27 Global Femtech Market by Product Type
- Exhibit 28 Vendors Offering Products in Femtech Market
- Exhibit 29 Global Femtech Market by Product Type: Incremental Growth
- Exhibit 30 Global Femtech Market by Product Type: Absolute Growth
- Exhibit 31 Global Femtech Market by Device: Incremental & Absolute Growth
- Exhibit 32 Global Device Femtech Market 2020–2026 (\$ billion)

- Exhibit 33 Incremental Growth by Geography 2020 & 2026
- Exhibit 34 Sought-after Features in Femtech Mobile Apps
- Exhibit 35 Different Types of Health Monitoring Apps
- Exhibit 36 Global Femtech Market by Device: Incremental & Absolute Growth
- Exhibit 37 Global Software Femtech Market 2020–2026 (\$ billion)
- Exhibit 38 Incremental Growth by Geography 2020 & 2026
- Exhibit 39 Incremental Growth by Indication 2020 & 2026
- Exhibit 40 Global Femtech Market by Indication
- Exhibit 41 Global Femtech Market by Indication: Incremental Growth
- Exhibit 42 Global Femtech Market by Indication: Absolute Growth
- Exhibit 43 Global Femtech Market by Maternal Health: Incremental & Absolute Growth
- Exhibit 44 Global Maternal Health Femtech Market 2020–2026 (\$ billion)
- Exhibit 45 Incremental Growth by Geography 2020 & 2026
- Exhibit 46 Global Fertility Femtech Market: Incremental & Absolute Growth
- Exhibit 47 Global Fertility Femtech Market 2020–2026 (\$ billion)
- Exhibit 48 Incremental Growth by Geography 2020 & 2026
- Exhibit 49 Global Menstruation Femtech Market: Incremental & Absolute Growth
- Exhibit 50 Global Menstruation Femtech Market 2020–2026 (\$ billion)
- Exhibit 51 Incremental Growth by Geography 2020 & 2026
- Exhibit 52 Global Sexual Wellness Femtech Market: Incremental & Absolute Growth
- Exhibit 53 Global Sexual Wellness Femtech Market 2020–2026 (\$ billion)
- Exhibit 54 Incremental Growth by Geography 2020 & 2026
- Exhibit 55 Global Other Femtech Market: Incremental & Absolute Growth
- Exhibit 56 Global Other Femtech Market 2020–2026 (\$ billion)
- Exhibit 57 Incremental Growth by Geography 2020 & 2026
- Exhibit 58 Incremental Growth by Application 2020 & 2026
- Exhibit 59 Global Femtech Market by Application
- Exhibit 60 Lifestyle & Hormone Cycles With Applicable Health Technologies
- Exhibit 61 Global Femtech Market by Application: Incremental Growth
- Exhibit 62 Global Femtech Market by Application: Absolute Growth
- Exhibit 63 Leading Causes of Women’s Death in US (2017)
- Exhibit 64 Global Femtech Market by Treatment: Incremental & Absolute Growth
- Exhibit 65 Global Femtech Market by Treatment 2020–2026 (\$ billion)
- Exhibit 66 Incremental Growth by Geography 2020 & 2026
- Exhibit 67 Emerging Tests & Technologies Based on Anatomical Site
- Exhibit 68 Global Femtech Market by Diagnosis: Incremental & Absolute Growth
- Exhibit 69 Global Diagnosis Femtech Market 2020–2026 (\$ billion)
- Exhibit 70 Incremental Growth by Geography 2020 & 2026
- Exhibit 71 Global General Wellness Femtech Market: Incremental & Absolute Growth

- Exhibit 72 Global General Wellness Femtech Market 2020–2026 (\$ billion)
- Exhibit 73 Incremental Growth by Geography 2020 & 2026
- Exhibit 74 Incremental Growth by End-user 2020 & 2026
- Exhibit 75 Global Femtech Market by End-user
- Exhibit 76 Global Femtech Market by End-user: Incremental Growth
- Exhibit 77 Global Femtech Market by End-user: Absolute Growth
- Exhibit 78 Global Hospitals & Surgical Centers Femtech Market: Incremental & Absolute Growth
- Exhibit 79 Global Hospitals & Surgical Centers Femtech Market 2020–2026 (\$ billion)
- Exhibit 80 Incremental Growth by Geography 2020 & 2026
- Exhibit 81 Global Diagnostic Centers Femtech Market: Incremental & Absolute Growth
- Exhibit 82 Global Diagnostic Center Femtech Market 2020–2026 (\$ billion)
- Exhibit 83 Incremental Growth by Geography 2020 & 2026
- Exhibit 84 Global Fertility Clinic Femtech Market: Incremental & Absolute Growth
- Exhibit 85 Global Fertility Clinics Femtech Market 2020–2026 (\$ billion)
- Exhibit 86 Incremental Growth by Geography 2020 & 2026
- Exhibit 87 Global Direct-to-consumer Femtech Market: Incremental & Absolute Growth
- Exhibit 88 Global Femtech Market by Direct-to-consumer 2020–2026 (\$ billion)
- Exhibit 89 Incremental Growth by Geography 2020 & 2026
- Exhibit 90 Incremental Growth by Geography 2020 & 2026
- Exhibit 91 Global Femtech Market by Geography
- Exhibit 92 Global Femtech Market by Geography: Key Countries (\$ billion)
- Exhibit 93 Global Femtech Market by Geography: Incremental Growth
- Exhibit 94 Global Femtech Market by Geography: Absolute Growth
- Exhibit 95 North America Femtech Market: Key Countries
- Exhibit 96 North America Femtech Market: Incremental & Absolute Growth
- Exhibit 97 Femtech Market in North America 2020–2026 (\$ billion)
- Exhibit 98 Incremental Growth by Product Type 2020 & 2026
- Exhibit 99 Incremental Growth by Indication 2020 & 2026
- Exhibit 100 Incremental Growth by Application 2020 & 2026
- Exhibit 101 Incremental Growth by End-user 2020 & 2026
- Exhibit 102 Incremental Growth in North America 2020 & 2026
- Exhibit 103 Leading Causes of Death in Women in US (2017)
- Exhibit 104 Femtech Market in US 2020–2026 (\$ billion)
- Exhibit 105 Top Causes of Death in Canadian Population (2016)
- Exhibit 106 Femtech Market in Canada 2020–2026 (\$ billion)
- Exhibit 107 Femtech Market in Europe: Key Countries
- Exhibit 108 Europe Femtech Market: Incremental & Absolute Growth
- Exhibit 109 Europe Femtech Market 2020–2026 (\$ billion)

- Exhibit 110 Incremental Growth by Product Type 2020 & 2026
- Exhibit 111 Incremental Growth by Indication 2020 & 2026
- Exhibit 112 Incremental Growth by Application 2020 & 2026
- Exhibit 113 Incremental Growth by End-user 2020 & 2026
- Exhibit 114 Incremental Growth in Europe 2020 & 2026
- Exhibit 115 Top Causes of Death among Women in Germany (2019)
- Exhibit 116 Femtech Market in Germany 2020–2026 (\$ billion)
- Exhibit 117 Leading Causes of Death Among Women of All Ages in UK (2014–2018)
- Exhibit 118 Femtech Market in UK 2020–2026 (\$ billion)
- Exhibit 119 Leading Causes of Deaths Among Women in France (2014)
- Exhibit 120 Femtech Market in France 2020–2026 (\$ billion)
- Exhibit 121 Top Causes of Death in Italy 2009–2019 (% change)
- Exhibit 122 Femtech Market in Italy 2020–2026 (\$ billion)
- Exhibit 123 Major Causes of Mortality Among Women in Spain (2014)
- Exhibit 124 Femtech Market in Spain 2020–2026 (\$ billion)
- Exhibit 125 APAC Femtech Market: Key Countries
- Exhibit 126 APAC Femtech Market: Incremental & Absolute Growth
- Exhibit 127 Femtech Market in APAC 2020–2026 (\$ billion)
- Exhibit 128 Incremental Growth by Product Type 2020 & 2026
- Exhibit 129 Incremental Growth by Indication 2020 & 2026
- Exhibit 130 Incremental Growth by Application 2020 & 2026
- Exhibit 131 Incremental Growth by End-user 2020 & 2026
- Exhibit 132 Incremental Growth in APAC 2020 & 2026
- Exhibit 133 Disease-specific Mortality Rates Among Women in China (2016)
- Exhibit 134 Femtech Market in China 2020–2026 (\$ billion)
- Exhibit 135 Major Causes of Deaths Among Women in Japan (thousands) (2019)
- Exhibit 136 Femtech Market in Japan 2020–2026 (\$ billion)
- Exhibit 137 Major Causes of Death in India (2017)
- Exhibit 138 Femtech Market in India 2020–2026 (\$ billion)
- Exhibit 139 Top Leading Causes of Death Among Women in Australia (2019)
- Exhibit 140 Femtech Market in Australia 2020–2026 (\$ billion)
- Exhibit 141 Leading Causes of Deaths Among Females in South Korea (2019)
- Exhibit 142 Femtech Market in South Korea 2020–2026 (\$ billion)
- Exhibit 143 Latin America Femtech Market: Key Countries
- Exhibit 144 Latin America Femtech Market: Incremental & Absolute Growth
- Exhibit 145 Femtech Market in Latin America 2020–2026 (\$ billion)
- Exhibit 146 Incremental Growth by Product Type 2020 & 2026
- Exhibit 147 Incremental Growth by Indication 2020 & 2026
- Exhibit 148 Incremental Growth by Application 2020 & 2026

- Exhibit 149 Incremental Growth by End-user 2020 & 2026
- Exhibit 150 Incremental Growth in Latin America 2020 & 2026
- Exhibit 151 Leading Causes of Death in Brazil (2017)
- Exhibit 152 Femtech Market in Brazil 2020–2026 (\$ billion)
- Exhibit 153 Major Causes of Death in Mexico (thousands) (2020)
- Exhibit 154 Femtech Market in Mexico 2020–2026 (\$ billion)
- Exhibit 155 Major Causes of Death in Argentina (2020)
- Exhibit 156 Femtech Market in Argentina 2020–2026 (\$ billion)
- Exhibit 157 Middle East & Africa Femtech Market: Key Countries
- Exhibit 158 Middle East & Africa Femtech Market: Incremental & Absolute Growth
- Exhibit 159 Middle East & Africa Femtech Market 2020–2026 (\$ billion)
- Exhibit 160 Incremental Growth by Product Type 2020 & 2026
- Exhibit 161 Incremental Growth by Indication 2020 & 2026
- Exhibit 162 Incremental Growth by Application 2020 & 2026
- Exhibit 163 Incremental Growth by End-user 2020 & 2026
- Exhibit 164 Incremental Growth in Middle East & Africa 2020 & 2026
- Exhibit 165 Leading Causes of Death among Women in South Africa (2016)
- Exhibit 166 Femtech Market in South Africa 2020–2026 (\$ billion)
- Exhibit 167 Leading Causes of Death in Saudi Arabia (2018)
- Exhibit 168 Femtech Market in Saudi Arabia 2020–2026 (\$ billion)
- Exhibit 169 Leading Causes of Death in Turkey (2020)
- Exhibit 170 Femtech Market in Turkey 2020–2026 (\$ billion)

List Of Tables

LIST OF TABLES

- Table 1 Key Caveats
- Table 2 Currency Conversion 2013-2020
- Table 3 Top 10 Funded Femtech Companies (2011–2020)
- Table 4 Female Health Technology Integrated Medical Devices
- Table 5 Top Mobile General Healthcare Applications Used by Women
- Table 6 North America Femtech Market by Product Type 2020–2026 (\$ billion)
- Table 7 North America Femtech Market by Product Type 2020–2026 (%)
- Table 8 North America Femtech Market by Indication 2020–2026 (\$ billion)
- Table 9 North America Femtech Market by Indication 2020–2026 (%)
- Table 10 North America Femtech Market by Application 2020–2026 (\$ billion)
- Table 11 North America Femtech Market by Application 2020–2026 (%)
- Table 12 North America Femtech Market by End-user 2020–2026 (\$ billion)
- Table 13 North America Femtech Market by End-user 2020–2026 (%)
- Table 14 Europe Femtech Market by Product Type 2020–2026 (\$ billion)
- Table 15 Europe Femtech Market by Product Type 2020–2026 (%)
- Table 16 Europe Femtech Market by Indication 2020–2026 (\$ billion)
- Table 17 Europe Femtech Market by Indication 2020–2026 (%)
- Table 18 Europe Femtech Market by Application 2020–2026 (\$ billion)
- Table 19 Europe Femtech Market by Application 2020–2026 (%)
- Table 20 Europe Femtech Market by End-user 2020–2026 (\$ billion)
- Table 21 Europe Femtech Market by End-user 2020–2026 (%)
- Table 22 APAC Femtech Market by Product Type 2020–2026 (\$ billion)
- Table 23 APAC Femtech Market by Product Type 2020–2026 (%)
- Table 24 APAC Femtech Market by Indication 2020–2026 (\$ billion)
- Table 25 APAC Femtech Market by Indication 2020–2026 (%)
- Table 26 APAC Femtech Market by Application 2020–2026 (\$ billion)
- Table 27 APAC Femtech Market by Application 2020–2026 (%)
- Table 28 APAC Femtech Market by End-user 2020–2026 (\$ billion)
- Table 29 APAC Femtech Market by End-user 2020–2026 (%)
- Table 30 Latin America Femtech Market by Product Type 2020–2026 (\$ billion)
- Table 31 Latin America Femtech Market by Product Type 2020–2026 (%)
- Table 32 Latin America Femtech Market by Indication 2020–2026 (\$ billion)
- Table 33 Latin America Femtech Market by Indication 2020–2026 (%)
- Table 34 Latin America Femtech Market by Application 2020–2026 (\$ billion)
- Table 35 Latin America Femtech Market by Application 2020–2026 (%)

Table 36 Latin America Femtech Market by End-user 2020–2026 (\$ billion)

Table 37 Latin America Femtech Market by End-user 2020–2026 (%)

Table 38 Middle East & Africa Femtech Market by Product Type 2020–2026 (\$ billion)

Table 39 Middle East & Africa Femtech Market by Product Type 2020–2026 (%)

Table 40 Middle East & Africa Femtech Market by Indication 2020–2026 (\$ billion)

Table 41 Middle East & Africa Femtech Market by Indication 2020–2026 (%)

Table 42 Middle East & Africa Femtech Market by Application 2020–2026 (\$ billion)

Table 43 Middle East & Africa Femtech Market by Application 2020–2026 (%)

Table 44 Middle East & Africa Femtech Market by End-user 2020–2026 (\$ billion)

Table 45 Middle East & Africa Femtech Market by End-user 2020–2026 (%)

Table 46 Top Femtech Longevity Companies

Table 47 ALYK: Major Product Offerings

Table 48 Aspivix: Major Product Offerings

Table 49 Athena Feminine Technologies: Major Product Offerings

Table 50 Ava Science: Major Product Offerings

Table 51 Clue by Biowink GmbH: Major Product Offerings

Table 52 Bloomer Tech: Major Product Offerings

Table 53 Bloomlife: Major Product Offerings

Table 54 Bonzun IVF: Major Product Offerings

Table 55 Calla Lily Personal Care: Major Product Offerings

Table 56 Cocorointim SL: Major Product Offerings

Table 57 Cirqlle Biomedical: Major Product Offerings

Table 58 Daye: Major Product Offerings

Table 59 Elvie: Major Product Offerings

Table 60 Emjoy: Major Product Offerings

Table 61 FemCy: Major Product Offerings

Table 62 Fizimed: Major Product Offerings

Table 63 Flo Health: Major Product Offerings

Table 64 Freda: Major Product Offerings

Table 65 Glow: Major Product Offerings

Table 66 Grace Health: Major Product Offerings

Table 67 HeraMED: Major Product Offerings

Table 68 Inne: Major Product Offerings

Table 69 iSono Health: Major Product Offerings

Table 70 Joylux: Major Product Offerings

Table 71 Juno Bio: Major Product Offerings

Table 72 Kasha: Major Product Offerings

Table 73 LactApp: Major Product Offerings

Table 74 Minerva Surgical: Major Product Offerings

Table 75 Moody Month: Major Product Offerings

Table 76 Natural Cycles: Major Product Offerings

Table 77 Nurx: Major Product Offerings

Table 78 NUVO: Major Product Offerings

Table 79 nVision Medical: Major Product Offerings

Table 80 Peanut: Major Product Offerings

Table 81 Tempdrop: Major Product Offerings

Table 82 Thinx: Major Product Offerings

Table 83 Totohealth: Major Product Offerings

Table 84 Univfy: Major Product Offerings

Table 85 Willow: Major Product Offerings

Table 86 WOOM: Major Product Offerings

Table 87 Global Femtech Market by Product Type 2020–2026 (\$ billion)

Table 88 Global Femtech Market by Product Type 2020– 2026 (%)

Table 89 North America Femtech Market by Product Type 2020–2026 (\$ billion)

Table 90 North America Femtech Market by Product Type 2020–2026 (%)

Table 91 Europe Femtech Market by Product Type 2020–2026 (\$ billion)

Table 92 Europe Femtech Market by Product Type 2020–2026 (%)

Table 93 APAC Femtech Market by Product Type 2020–2026 (\$ billion)

Table 94 APAC Femtech Market by Product Type 2020–2026 (%)

Table 95 Latin America Femtech Market by Product Type 2020–2026 (\$ billion)

Table 96 Latin America Femtech Market by Product Type 2020–2026 (%)

Table 97 Middle East & Africa Femtech Market by Product Type 2020–2026 (\$ billion)

Table 98 Middle East & Africa Femtech Market by Product Type 2020–2026 (%)

Table 99 Global Femtech Market by Indication 2020–2026 (\$ billion)

Table 100 Global Femtech Market by Indication 2020–2026 (%)

Table 101 North America Femtech Market by Indication 2020–2026 (\$ billion)

Table 102 North America Femtech Market by Indication 2020–2026 (%)

Table 103 Europe Femtech Market by Indication 2020–2026 (\$ billion)

Table 104 Europe Femtech Market by Indication 2020–2026 (%)

Table 105 APAC Femtech Market by Indication 2020–2026 (\$ billion)

Table 106 APAC Femtech Market by Indication 2020–2026 (%)

Table 107 Latin America Femtech Market by Indication 2020–2026 (\$ billion)

Table 108 Latin America Femtech Market by Indication 2020–2026 (%)

Table 109 Middle East & Africa Femtech Market by Indication 2020–2026 (\$ billion)

Table 110 Middle East & Africa Femtech Market by Indication 2020–2026 (%)

Table 111 Global Femtech Market by Application 2020–2026 (\$ billion)

Table 112 Global Femtech Market by Application 2020–2026 (%)

Table 113 North America Global Femtech Market by Application 2020–2026 (\$ billion)

Table 114 North America Global Femtech Market by Application 2020–2026 (%)

Table 115 Europe Femtech Market by Application 2020–2026 (\$ billion)

Table 116 Europe Femtech Market by Application 2020–2026 (%)

Table 117 APAC Femtech Market by Application 2020–2026 (\$ billion)

Table 118 APAC Femtech Market by Application 2020–2026 (%)

Table 119 Latin America Femtech Market by Application 2020–2026 (\$ billion)

Table 120 Latin America Femtech Market by Application 2020–2026 (%)

Table 121 Middle East & Africa Femtech Market by Application 2020–2026 (\$ billion)

Table 122 Middle East & Africa Femtech Market by Application 2020–2026 (%)

Table 123 Global Femtech Market by End-user 2020–2026 (\$ billion)

Table 124 Global Femtech Market by End-user 2020–2026 (%)

Table 125 North America Femtech Market by End-user 2020–2026 (\$ billion)

Table 126 North America Femtech Market by End-user 2020–2026 (%)

Table 127 Europe Femtech Market by End-user 2020–2026 (\$ billion)

Table 128 Europe Femtech Market by End-user 2020–2026 (%)

Table 129 APAC Femtech Market by End-user 2020–2026 (\$ billion)

Table 130 APAC Femtech Market by End-user 2020–2026 (%)

Table 131 Latin America Femtech Market by End-user 2020–2026 (\$ billion)

Table 132 Latin America Femtech Market by End-user 2020–2026 (%)

Table 133 Middle East & Africa Femtech Market by End-user 2020–2026 (\$ billion)

Table 134 Middle East & Africa Femtech Market by End-user 2020–2026 (%)

Table 135 Global Femtech Market by Geography 2020–2026 (\$ billion)

Table 136 Global Femtech Market by Geography 2020–2026 (%)

Table 137 Device Femtech Market by Geography 2020–2026 (\$ billion)

Table 138 Device Femtech Market by Geography 2020–2026 (%)

Table 139 Software Femtech Market by Geography 2020–2026 (\$ billion)

Table 140 Software Femtech Market by Geography 2020–2026 (%)

Table 141 Maternal Health Femtech Market by Geography 2020–2026 (\$ billion)

Table 142 Maternal Health Femtech Market by Geography 2020–2026 (%)

Table 143 Fertility Femtech Market by Geography 2020–2026 (\$ billion)

Table 144 Fertility Femtech Market by Geography 2020–2026 (%)

Table 145 Menstruation Femtech Market by Geography 2020–2026 (\$ billion)

Table 146 Menstruation Femtech Market by Geography 2020–2026 (%)

Table 147 Sexual Wellness Femtech Market by Geography 2020–2026 (\$ billion)

Table 148 Sexual Wellness Femtech Market by Geography 2020–2026 (%)

Table 149 Other Femtech Market by Geography 2020–2026 (\$ billion)

Table 150 Other Femtech Market by Geography 2020–2026 (%)

Table 151 Treatment Femtech Market by Geography 2020–2026 (\$ billion)

Table 152 Treatment Femtech Market by Geography 2020–2026 (%)

- Table 153 Diagnosis Femtech Market by Geography 2020–2026 (\$ billion)
- Table 154 Diagnosis Femtech Market by Geography 2020–2026 (%)
- Table 155 General Wellness Femtech Market by Geography 2020–2026 (\$ billion)
- Table 156 General Wellness Femtech Market by Geography 2020–2026 (%)
- Table 157 Hospitals & Surgical Center Femtech Market by Geography 2020–2026 (\$ billion)
- Table 158 Hospitals & Surgical Center Femtech Market by Geography 2020–2026 (%)
- Table 159 Diagnostic Center Femtech Market by Geography 2020–2026 (\$ billion)
- Table 160 Diagnostic Center Femtech Market by Geography 2020–2026 (%)
- Table 161 Fertility Clinic Femtech Market by Geography 2020–2026 (\$ billion)
- Table 162 Fertility Clinic Femtech Market by Geography 2020–2026 (%)
- Table 163 Direct-to-consumer Femtech Market by Geography 2020–2026 (\$ billion)
- Table 164 Direct-to-consumer Femtech Market by Geography 2020–2026 (%)

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