

# **Global Femtech Market Size study, By Product Type (Wearable, Mobile Apps), and Regional Forecasts 2022-2028**

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## **Abstracts**

Global Femtech Market is valued approximately USD XX million in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. Femtech refers specially designed diagnostic tools, products, services, wearables, and software that use technology to address women's health issues. It considers different health issues pertaining to women such as menstrual health, reproductive health, sexual health, maternal health, and menopause among others. Rising health awareness amongst the female population and increasing demand for smart wearable devices as well as growing smartphone penetration are key factors driving growth of Femtech Market. For instance, according to Statista – in 2019, the total number of connected wearable devices worldwide were estimated at 722 million units. The number of devices is projected to reach to one billion units by 2022. Furthermore, in January 2022, Germany based digital healthcare startup, Wellster Healthtech Group received funding of USD 20 million from UK based Claret Capital and Luxembourg based Mangrove Capital. This funding would be utilized for launching of a new brand within FemTech. Under this new brand the company would offer software, diagnostics, products, and services for women's health. Also, growing digital healthcare Sector and increasing expansion of women's health drugs and devices market are anticipated to act as a catalyzing factor for the market demand during the forecast period. However, a lack of awareness towards Femtech apps among baby boomer female population impede the growth of the market over the forecast period of 2022-2028.

The key regions considered for the global Femtech Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. North America is the leading region across the world in terms of market share owing to presence of leading market players and rising digitization of healthcare sector. Whereas, Asia Pacific is

anticipated to exhibit a significant growth rate over the forecast period 2022-2028. Factors such as increasing penetration of smartphones and rising digital infrastructure in the region, would create lucrative growth prospects for the Femtech Market across the Asia Pacific region.

Major market players included in this report are:

Flo Health, Inc

Natural Cycles USA Corp

Glow, Inc

Clue by Biowink GmbH

Google, Inc

Apple, Inc

Withings

Fitbit, Inc

Sustain Natural

iSona Health

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

Product Type

Wearables

Mobile Apps

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

## ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global Femtech Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers

Investors

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