

Global Menstrual Health Apps Market Size Study & Forecast, by Application (Period Cycle Tracking, Fertility & Ovulation Management, Menstrual Health Management), by Platform (Android, iOS) and Regional Analysis, 2023-2030

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Abstracts

Global Menstrual Health Apps Market is valued at approximately USD 1.2 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 19.9% over the forecast period 2023-2030. The menstrual health apps are specialized mobile applications or software designed to track and manage various aspects of menstrual health and reproductive well-being. These apps typically offer features such as menstrual cycle tracking, fertility monitoring, ovulation prediction, symptom logging, and general health information related to menstruation. The menstrual health apps market is experiencing significant growth due to growing awareness among women about their health and well-being. Also, the rising levels of digital literacy among the population have contributed to the adoption of mobile apps as a convenient and accessible means of tracking and monitoring menstrual cycles.

In addition, the increasing awareness of menstrual health is a significant driver that is propelling the demand for menstrual health management solutions. For instance, the National Library of Medicine published an article in July 2022 that focuses on menstrual hygiene management practice, knowledge, and related factors among schoolgirls. The study revealed that approximately 66% of the respondents demonstrated an understanding and experience in managing menstrual hygiene. Consequentially, the increasing adoption of internet is further associated with the market development. For instance, as per the International Telecommunication Union (ITU), it was estimated that nearly 5.3 billion people that records for 66% of the globe's population are using the Internet in 2022. Thus, these factors highlight a positive trend toward improved

awareness and knowledge surrounding menstrual health. Moreover, government agencies are actively raising awareness, supporting technology advancements, implementing favorable policies, and improving connectivity to drive the growth of the menstrual health apps market. New app launches and strategic activities by major players further creating various opportunities for the market growth. However, data privacy and security concerns remain a significant challenge as these apps collect and store sensitive personal information. Additionally, accessibility barriers related to smartphone ownership, internet connectivity, and digital literacy hinder widespread adoption, particularly in certain regions or among marginalized populations.

The key regions considered for the Global Menstrual Health Apps Market study include Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022. The growth of the menstrual health apps market in the region is fueled by increasing healthcare expenditure and the demand for advanced period cycle tracking apps. Factors such as the digitalization of healthcare, rising smartphone ownership, and improved internet coverage contribute to the demand for menstrual health apps. Asia Pacific is expected to be fastest growing region during the forecast period. The growth of the regional menstrual health apps market is attributed to the rising demand for efficient health technology, advancements in digital infrastructure, increased investment in healthcare IT, and the expanding smartphone penetration.

Major market player included in this report are:

Flo Health Inc.

Glow, Inc.

Biowink GmbH

Planned Parenthood Federation of America Inc.

Ovia Health

MagicGirl

Joi Ltd.

Procter & Gamble

Simple Design. Ltd.

Clue

Recent Developments in the Market:

In June 2022, Sirona, an Indian company, recently launched the first period tracker on WhatsApp. This innovation aims to provide an essential tool accessible to all menstruators. The period tracker offered by Sirona enables users to conveniently track their menstrual cycles, monitor fertility for conception, and aid in avoiding pregnancy. In Aug 2021, Always and Thrive Global joined forces to introduce the inaugural period

tracker and wellness app, which aims to combat period poverty. This mobile app is available for free and allows users to conveniently track their menstrual cycles in under 30 seconds while also promoting holistic well-being.

Global Menstrual Health Apps Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Application, Platform, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

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 years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential 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:

By Application:

Period Cycle Tracking

Fertility & Ovulation Management

Menstrual Health Management

By Platform:

Android

iOS

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

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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