

# **Global Women's Health App Market Size study, by Type (Fitness & Nutrition, Pregnancy Tracking & Postpartum Care, Menstrual Health, Others) and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Women's Health App Market to reach USD 7.77 billion by 2027.

Global Women's Health App Market is valued approximately USD 2.3 billion in 2020 and is anticipated to grow with a healthy growth rate of more than 19.0 % over the forecast period 2021-2027. Women's Health App are the apps which helps women monitor various things like, Menstrual Cycle, Pregnancy, and other diseases. The increasing smartphone penetration will drive the market. According to Statista, 6.55 billion smartphone users were estimated in 2020 and it is forecasted to reach 7.51 billion users globally in 2026. Increasing awareness about Health and Fitness and prevalence of obesity and other health related issues will also drive the market. As per Statista, there were approximately 656 million downloads of Health and Fitness apps globally in Quarter 2 of 2020. However, lack of awareness about women's health apps impedes the growth of the market over the forecast period of 2021-2027. Also, with the increasing prevalence of chronic diseases, the adoption for Women's Health App is likely to increase the market growth during the forecast period.

The regional analysis of global Women's Health App market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading region across the world in terms of market share owing to technological advancements. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate over the forecast period 2021-2027. Factors such as innovative technological advancements and improving healthcare infrastructure would create lucrative growth prospects for the Women's Health App market across Asia-

Pacific region.

Major market player included in this report are:

Flo Health, Inc.

Clue

Apple Inc.

Glow, Inc.

Google Inc.

Withings

Fitbit, Inc.

Sheroos

Health & Her

Eve

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:

By Type:

Fitness & Nutrition

Pregnancy Tracking & Postpartum Care

Menstrual Health

Others

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  
Base year – 2020  
Forecast period – 2021 to 2027

Target Audience of the Global Women's Health App 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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