

Women's Health App Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 – 2034

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Abstracts

The Global Womens Health App Market was valued at USD 4.1 billion in 2024 and is projected to grow at an impressive CAGR of 18.5% from 2025 to 2034. Womens health apps are specialized software applications designed to enhance various aspects of women's health and well-being. These apps offer a wide range of features, including tools for tracking menstrual cycles, managing reproductive health, supporting postpartum care, monitoring pregnancy, fitness, nutrition, menopause, and disease management. As the world shifts towards a more health-conscious mindset, women's health apps have become a vital tool for tracking and improving overall wellness.

The rising awareness about womens health is playing a pivotal role in the growth of the womens health app market. As society places more importance on preventive healthcare and reduces the stigma surrounding women's health topics, increasing numbers of women are turning to digital platforms to manage their health. The accessibility, convenience, and personalization of these apps make them an attractive option for women looking to take charge of their well-being.

In terms of market segmentation, the womens health app market is categorized into several key areas, including disease management, menstrual health, pregnancy tracking and postpartum care, fitness and nutrition, menopause, and others. Among these, the menstrual health segment led the market in 2024, generating USD 1.1 billion in revenue. This segment is expected to continue experiencing strong growth throughout the forecast period. Menstrual health apps address an essential need for women to manage menstrual cycles effectively. These apps allow users to track their periods, predict ovulation, and detect irregularities, all of which are critical for reproductive health. Growing awareness of menstrual health, coupled with an increased

focus on proactive health management, has led to a surge in the number of users turning to these apps.

When it comes to modality, the market is divided into tablet, smartphone, and other devices. The smartphone segment, which held a dominant 50.2% share of the market in 2024, is expected to continue its upward trajectory. Smartphones dominate the women's health app market due to their widespread use and unmatched convenience. With smartphones being universally accessible, they provide a highly portable and multifunctional platform for health management. Users can easily access set reminders and health insights, receive real-time notifications, and seamlessly integrate health management into their everyday lives.

In the U.S., the women's health app market generated USD 1.4 billion in 2024 and is forecast to experience significant growth over the coming years. Increased awareness of women's health issues, such as hormonal imbalances, osteoarthritis, anemia, and other chronic conditions, is driving demand for health apps in the region. The widespread adoption of smartphones, coupled with advancements in technology, is also contributing to the market's expansion. As more women in the U.S. turn to digital tools for health management, the market is set to continue its rapid growth, offering even more innovative solutions for improving women's health and wellness.

Contents

CHAPTER 1 METHODOLOGY AND SCOPE

- 1.1 Market scope and definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates and calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Increased health awareness
 - 3.2.1.2 Rising smartphone adoption
 - 3.2.1.3 Technological advancements
 - 3.2.1.4 Rising focus on preventive healthcare
 - 3.2.2 Industry pitfalls and challenges
 - 3.2.2.1 Data privacy and security concerns
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
 - 3.4.1 U.S.
 - 3.4.2 Europe
- 3.5 Technology landscape
- 3.6 Future market trends
- 3.7 Key news and initiatives
- 3.8 Gap analysis

- 3.9 Porter's analysis
- 3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Company matrix analysis
- 4.4 Competitive analysis of major market players
- 4.5 Competitive positioning matrix
- 4.6 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY TYPE, 2021 – 2034 (\$ MN)

- 5.1 Key trends
- 5.2 Menstrual health
- 5.3 Fitness and nutrition
- 5.4 Pregnancy tracking and postpartum care
- 5.5 Menopause
- 5.6 Disease management
- 5.7 Other types

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY MODALITY, 2021 – 2034 (\$ MN)

- 6.1 Key trends
- 6.2 Smartphone
- 6.3 Tablet
- 6.4 Other modalities

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2034 (\$ MN)

- 7.1 Key trends
- 7.2 North America
 - 7.2.1 U.S.
 - 7.2.2 Canada
- 7.3 Europe
 - 7.3.1 Germany

- 7.3.2 UK
- 7.3.3 France
- 7.3.4 Spain
- 7.3.5 Italy
- 7.3.6 Netherlands
- 7.4 Asia Pacific
 - 7.4.1 China
 - 7.4.2 Japan
 - 7.4.3 India
 - 7.4.4 Australia
 - 7.4.5 South Korea
- 7.5 Latin America
 - 7.5.1 Brazil
 - 7.5.2 Mexico
 - 7.5.3 Argentina
- 7.6 Middle East and Africa
 - 7.6.1 South Africa
 - 7.6.2 Saudi Arabia
 - 7.6.3 UAE

CHAPTER 8 COMPANY PROFILES

- 8.1 Apple
- 8.2 Clue
- 8.3 Fitbit
- 8.4 Flo Health
- 8.5 Glow
- 8.6 Google
- 8.7 GP International
- 8.8 Grace Health
- 8.9 Kegg
- 8.10 LactApp
- 8.11 Natural Cycles USA
- 8.12 Ovia Health
- 8.13 Tia
- 8.14 Wildflower Health
- 8.15 Withings

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