

# **Fertility Testing Devices Market Size, Share & Trends Analysis Report By Product (Ovulation Prediction Kits, Fertility Monitors, Male Fertility Testing Devices), By Application (Female, Male Fertility Testing), By End Use, By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global fertility testing devices market size was estimated at USD 2.54 billion in 2025 and is expected to reach USD 3.87 billion by 2033, growing at a CAGR of 5.5% from 2026 to 2033. Rising awareness about fertility health, delayed parenthood and lifestyle changes, technological advancements in home testing devices, and preference for at-home and non-invasive testing are some of the factors driving industry growth.

Furthermore, the growth of IVF and other ART procedures encourages pre-conception monitoring using fertility devices, thereby escalating market growth. Many women are choosing to start families later due to career priorities, higher education, and personal goals. Delaying parenthood can affect fertility, leading to increased interest in monitoring reproductive health.

In addition to delayed parenthood, lifestyle factors significantly impact reproductive health for both men and women. High stress levels, irregular sleep patterns, poor dietary habits, limited physical activity, and smoking reduce fertility in men and women. Smoking in men has been linked to reduced sperm count, motility, and overall semen quality, while in women it affects ovarian reserve and conception rates. For instance, as per the Global Action to End Smoking, in 2022, approximately 253.0 million individuals (200.2 million males and 53.5 million females) aged 15 and above were users of tobacco products in India. These lifestyle challenges have led many individuals to actively monitor their reproductive health through home-based and non-invasive fertility testing devices.

Moreover, the rising prevalence of infertility globally has further increased demand for fertility testing devices for both men and women. According to a WHO report published in 2023, approximately 17.5% of the adult population, about 1 in 6 worldwide, experiences infertility, highlighting the urgent need for increased access to affordable, high-quality care for those in need. Contributing factors include hormonal imbalances, reproductive disorders such as polycystic ovary syndrome (PCOS) in women, and declining sperm quality in men.

## Global Fertility Testing Devices Market Report Segmentation

This report forecasts revenue growth and provides at global, regional, and country levels an analysis of the latest trends in each of the sub-segments from 2021 to 2033. For this report, Grand View Research has segmented the global fertility testing devices market report-based on product, application, end use, and region:

Product Outlook (Revenue, USD Million, 2021 - 2033)

Ovulation Prediction Kits

Fertility Monitors:

Male Fertility Testing Devices

Application Outlook (Revenue, USD Million, 2021 - 2033)

Female Fertility Testing

Male Fertility Testing

End Use Outlook (Revenue, USD Million, 2021 - 2033)

Home Care Settings

Hospitals

Fertility Clinics

Others

## Regional Outlook (Revenue, USD Million, 2021 - 2033)

### North America

U.S.

Canada

Mexico

### Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

### Asia Pacific

Japan

China

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa

South Africa

Saudi Arabia

UAE

Kuwait

**This report can be delivered to the clients within 3 Business Days**

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