

Menstrual Health Apps Market Size, Share & Trends Analysis Report By Application (Period Cycle Tracking, Fertility & Ovulation Management, Menstrual & Hormonal Health Management), By Platform (Android, iOS), By Monetization Model, By User Type, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Menstrual Health Apps Market Summary

The global menstrual health apps market size was estimated at USD 2.0 billion in 2025 and is projected to reach USD 7.7 billion in 2033, growing at a CAGR of 18.0% from 2026 to 2033. The adoption of menstrual health apps is driven by the increasing integration of digital tools into routine health management.

These platforms enable users to track and interpret reproductive health data, supporting a shift toward more informed and proactive health practices. The accessibility of mobile-based solutions continues to strengthen their role in everyday health monitoring. Furthermore, personalized AI-driven fertility tracking, the need for tracking chronic conditions such as PCOS, and a growing consumer focus on proactive wellness are also driving the market.

The menstrual health apps market is expected to witness steady expansion over the forecast period, driven by the increasing preference for digital tools that support continuous monitoring of reproductive health. The need for accessible and private health management solutions is encouraging users to adopt application-based platforms for tracking menstrual cycles, ovulation patterns, and related symptoms. The rising awareness of menstrual health and the growing use of mobile health applications for

fertility planning and symptom management are further contributing to market growth.

The section below outlines key drivers of the menstrual health apps market, reflecting the growing adoption of digital tools for menstrual cycle tracking, fertility planning, and hormonal health management.

Global Menstrual Health Apps Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the segments from 2021 to 2033. For this study, Grand View Research has segmented the global menstrual health apps market report based on application, platform, monetization model, user type, and region:

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

Period Cycle Tracking

Fertility & Ovulation Management

Menstrual & Hormonal Health Management

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

Android

iOS

Monetization Model Outlook (Revenue, USD Million, 2021 - 2033)

Freemium (Ad-supported)

Subscription-based (Premium features)

B2B / Enterprise (Employers, insurers, clinics)

User Type Outlook (Revenue, USD Million, 2021 - 2033)

15-24 Years

25-34 Years

35-45 Years

45+ (Perimenopausal Users)

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

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Denmark

Sweden

Norway

Asia Pacific

China

Japan

India

Australia

South Korea

Thailand

Latin America

Brazil

Argentina

Middle East & Africa (MEA)

South Africa

Saudi Arabia

UAE

Kuwait

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

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