

Pregnancy Tracking And Postpartum Care Apps Market Size, Share & Trends Analysis Report By Application (Pre-partum, Post-partum), By Device (Smartphones, Tablets, Others), By Platform, By Region, And Segment Forecasts, 2023 - 2030

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Abstracts

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Pregnancy Tracking And Postpartum Care Apps Market Growth & Trends

The global pregnancy tracking and postpartum care apps market size is expected to reach USD 874.8 million by 2030, according to a new report by Grand View Research, Inc. The market is expected to grow at a CAGR of 19.1% for the forecast period 2023-2030. Growing health consciousness and rising awareness toward femtech solutions is driving the market growth. Renowned players are devising product development strategies to venture into different verticals of pregnancy tracking and postpartum care management. Key participants are offering pregnancy care solutions in the form of fetal & infant development tracking solutions along with informational content offered by validated healthcare professionals.

Smartphone mobile applications have made life simpler by making it simple to keep track of pregnant women's health and postpartum wellbeing. Innovations are focusing on providing high-quality women's health solutions through various mobile platforms to help pregnant women track their symptoms, record fetal development, access educational content, connect with other pregnant women, monitor contraction patterns, and access other prenatal services. This is due to the accessibility of technologically advanced devices and the growing adoption of smartphones. Due to the increased popularity of smartphones among consumers and growing awareness of women's

health concerns, mobile network operators see a potential investment opportunity in the market. Additionally, it is anticipated that a supportive regulatory environment and an increase in the regulatory approvals of different digital applications addressing traditional women's health issues, such as pregnancy management & post-partum care management, will directly c

ontribute to growth.

Anemia, urinary tract infections, mental health issues, diabetes while pregnant, obesity, and others are among the typical health issues that affect pregnant women. According to the American Pregnancy Association's research, between 15% and 25% of pregnant women develop iron deficiency. Keeping gestational diabetes under control is essential for a healthy pregnancy and newborn. Gestational Diabetes Management Program has been carefully designed by the app sugar.fit for managing diabetes throughout pregnancy. Numerous women have mental health illnesses as anxiety, depression, and others during or after pregnancy.

Additionally, although it is uncommon, birth-related post-traumatic stress disorder is a dangerous illness. The number of free trials of these applications by users has grown as a result of the availability of several low-cost or free apps for addressing a variety of concerns faced by pregnant women. Additionally, features like alarms, medication reminders, remote monitoring, weight trackers, e-learning, and others are readily available, which is helping the industry expand.

Pregnancy Tracking And Postpartum Care Apps Market Report Highlights

In 2022, by application, pre-partum segment held largest share of 59.9% due to the growing health consciousness and awareness towards available digital health technologies amongst the women.

In 2022, smartphones accounted for 67.2% of the revenue and is attributable to rapidly rising smartphone penetration and improving internet connectivity across the globe.

In 2022, iOS accounted for 52.4% of the revenue owing to the growing number of iOS smartphone users across the globe. According to Demand Sage estimates in 2022, there are over 1.2 billion iPhone users in the world

In 2022, North America accounted for 37.9% of the revenue due to rapid

advancements in women's digital health infrastructure and growing healthcare IT expenditure.

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