

Women's Health App Market Size, Share & Trends Analysis Report By Type (Menstrual Health, Fitness & Nutrition, Pregnancy Tracking & Postpartum Care), By Region (North America, APAC), And Segment Forecasts, 2022 - 2030

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Abstracts

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Women's Health App Market Growth & Trends

The global women's health app market size is expected to reach USD 13.2 billion by 2030, expanding at a CAGR of 19.45% during the forecast period, based on a new report by Grand View Research, Inc. Rising adoption of mHealth apps, rising prevalence of OA, and an increasing number of smartphone users are expected to drive the market growth. Furthermore, rising government initiatives and programs aimed at integrating smart healthcare solutions into the healthcare sector are contributing to the market expansion. Market players are implementing applications that focus on specific aspects of women's health. For example, in September 2020, Health & Her Ltd. launched an app to help users navigate menopause.

The app helps in managing the menopausal journey through period tracking, symptom assessments, supplement reminders, exercise suggestions, information, and advice from medical experts. The outbreak of the COVID-19 pandemic has boosted the adoption of digital technologies around the world. Consumers are increasingly choosing health-related digital services, driving mHealth apps adoption among the population. The pandemic surged the demand for fitness, mental care, and pregnancy & postpartum care apps owing to the cancellations or delays in physician's appointments and the risk of infection. Pregnant and new mothers started using pregnancy and postnatal recovery



apps to track their health and clear their doubts. Furthermore, rising investment in innovative technologies and startup businesses are likely to favor the growth of the market.

Women's Health App Market Report Highlights

Based on type, the menstrual health segment dominated the market and is expected to witness significant growth over the forecast period

Factors contributing to the segment growth are product launches and increasing adoption of menstrual cycle tracking applications

Key industry players, such as Fitbit and Apple, are introducing apps to track menstrual cycles and predict ovulation periods along with fertility windows

North America dominated the market in 2021 owing to the rising adoption of advanced technology and increasing awareness among females about various complications post menopause

Women's health is being impacted by the COVID-19 pandemic. Pregnant women, for instance, face challenges, such as increased stress from contracting COVID-19, missing prenatal appointments due to restrictions on visiting a healthcare facility, and financial insecurity, all of which are expected to drive the adoption of mobile applications to meet care-related requirements

In Asia Pacific, the market is expected to register the fastest CAGR over the forecast period and is driven by the high demand for care apps combined with the development of low-cost mobile technologies in countries, such as Malaysia and Thailand



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