

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

<https://marketpublishers.com/r/WF7F8832C814EN.html>

Date: July 2022

Pages: 83

Price: US\$ 5,950.00 (Single User License)

ID: WF7F8832C814EN

Abstracts

This report can be delivered to the clients within 4 Business Days

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

Contents

CHAPTER 1. REPORT SCOPE AND OBJECTIVES

- 1.1 Market Segmentation
- 1.2 Regional Scope
- 1.3 Estimates And Forecast Timeline
- 1.4 Research Objectives
 - 1.4.1 Objective -
 - 1.4.2 Objective -
 - 1.4.3 Objective -

CHAPTER 2. METHODOLOGY

- 2.1 Research Methodology
- 2.2 Information Procurement
 - 2.2.1 Purchased Database
 - 2.2.2 Gvr's Internal Database
 - 2.2.3 Secondary Sources
 - 2.2.4 Primary Research
 - 2.2.5 Details of Primary Research
- 2.3 Information or Data Analysis
 - 2.3.1 Data Analysis Models
- 2.4 Market Formulation & Validation
- 2.5 Model Details
 - 2.5.1 Commodity Flow Analysis
- 2.6 List of Secondary Sources
- 2.7 List of Abbreviations

CHAPTER 3. EXECUTIVE SUMMARY

- 3.1 Market Outlook
- 3.2 Segment Outlook
 - 3.2.1 Type
- 3.3 Regional Outlook
- 3.4 Competitive Insights

CHAPTER 4. MARKET VARIABLES, TRENDS & SCOPE

- 4.1 Market Lineage Outlook
 - 4.1.1 Parent Market Outlook
- 4.2 Market Dynamics
 - 4.2.1 Market Driver Analysis
 - 4.2.1.1 Rising Incidence of Target Disorders
 - 4.2.1.2 High Smartphones Penetration
 - 4.2.2 Market Restraint Analysis
 - 4.2.2.1 Lack of Data Security
- 4.3 Penetration & Growth Prospect Mapping
- 4.4 Business Environment Analysis Tools
 - 4.4.1 Porter's Five Forces Analysis
 - 4.4.1.1 Competitive Rivalry
 - 4.4.1.2 Threat of New Entrants
 - 4.4.1.3 Bargaining Power of Buyers
 - 4.4.1.4 Bargaining Power of Suppliers
 - 4.4.1.5 Threat of Substitutes
 - 4.4.2 Pestel Analysis
 - 4.4.2.1 Political Landscape
 - 4.4.2.2 Economic And Social Landscape
 - 4.4.2.3 Technological Landscape

CHAPTER 5. WOMEN'S HEALTH APP MARKET: TYPE ANALYSIS

- 5.1 Women's Health App Market Type Market Share Analysis, 2021 & 2030
- 5.2 Women's Health App Market Type Market: Segment Dashboard
- 5.3 Market Size & Forecasts And Trend Analyses, 2016 To 2030 For The Type Segment
 - 5.3.1 Fitness & Nutrition
 - 5.3.1.1 Fitness & Nutrition Market, 2016 - 2030 (USD Million)
 - 5.3.2 Menstrual Health
 - 5.3.2.1 Menstrual Health Market, 2016 - 2030 (USD Million)
 - 5.3.3 Pregnancy Tracking & Postpartum Care
 - 5.3.3.1 Pregnancy Tracking & Postpartum Care Market, 2016 - 2030 (USD Million)
 - 5.3.4 Menopause
 - 5.3.4.1 Menopause Market, 2016 - 2030 (USD Million)
 - 5.3.5 Disease Management
 - 5.3.5.1 Disease Management Market, 2016 - 2030 (USD Million)
 - 5.3.6 Others
 - 5.3.6.1 Menstrual Health Market, 2016 - 2030 (USD Million)

CHAPTER 6. WOMEN'S HEALTH APP MARKET: REGIONAL ANALYSIS

6.1 Women's Health App Market Regional Market Share Analysis, 2020 & 2030

6.2 Regional Market Snapshot

6.3 Market Size, & Forecasts, And Trend Analysis, 2016 To 2030

6.3.1 North America

6.3.1.1 North America Women's Health App Market, 2016 - 2030 (USD Million)

6.3.1.2 U.S.

6.3.1.2.1 U.S. Women's Health App Market, 2016 - 2030 (USD Million)

6.3.1.3 Canada

6.3.1.3.1 Canada Women's Health App Market, 2016 - 2030 (USD Million)

6.3.2 Europe

6.3.2.1 Europe Women's Health App Market, 2016 - 2030 (USD Million)

6.3.2.2 U.K.

6.3.2.2.1 U.K. Women's Health App Market, 2016- 2030 (USD Million)

6.3.2.3 Germany

6.3.2.3.1 Germany Women's Health App Market, 2016- 2030 (USD Million)

6.3.2.4 France

6.3.2.4.1 France Women's Health App Market, 2016- 2030 (USD Million)

6.3.2.5 Italy

6.3.2.5.1 Italy Women's Health App Market, 2016- 2030 (USD Million)

6.3.2.6 Spain

6.3.2.6.1 Spain Women's Health App Market, 2016 - 2030 (USD Million)

6.3.3 Asia Pacific

6.3.3.1 Asia Pacific Women's Health App Market, 2016 - 2030 (USD Million)

6.3.3.2 Japan

6.3.3.2.1 Japan Women's Health App Market, 2016 - 2030 (USD Million)

6.3.3.3 China

6.3.3.3.1 China Women's Health App Market, 2016 - 2030 (USD Million)

6.3.3.4 India

6.3.3.4.1 India Women's Health App Market, 2016 - 2030 (USD Million)

6.3.3.5 Australia

6.3.3.5.1 Australia Women's Health App Market, 2016 - 2030 (USD Million)

6.3.4 Latin America

6.3.4.1 Latin America Women's Health App Market, 2016 - 2030 (USD Million)

6.3.4.2 Brazil

6.3.4.2.1 Brazil Women's Health App Market, 2016 - 2030 (USD Million)

6.3.4.3 Mexico

- 6.3.4.3.1 Mexico Women's Health App Market, 2016 - 2030 (USD Million)
- 6.3.5 Middle East And Africa
 - 6.3.5.1 Mea Women's Health App Market, 2016 - 2030 (USD Million)
 - 6.3.5.2 South Africa
 - 6.3.5.2.1 South Africa Women's Health App Market, 2016 - 2030 (USD Million)

CHAPTER 7. COMPETITIVE ANALYSIS

- 7.1 Recent Developments & Impact Analysis, By Key Market Participants
- 7.2 Competition Categorization (Key Innovators, Market Leaders, Emerging Players)
- 7.3 Company Market Position Analysis
- 7.4 Company Profiles
 - 7.4.1 Flo Health, Inc.
 - 7.4.1.1 Company Overview
 - 7.4.1.2 Service Benchmarking
 - 7.4.1.4 Strategic Initiatives
 - 7.4.3 Clue
 - 7.4.2.1 Company Overview
 - 7.4.2.2 Service Benchmarking
 - 7.4.2.4 Strategic Initiatives
 - 7.4.3 Glow, Inc.
 - 7.4.3.1 Company Overview
 - 7.4.3.2 Service Benchmarking
 - 7.4.3.4 Strategic Initiatives
 - 7.4.4 Withings
 - 7.4.4.1 Company Overview
 - 7.4.4.2 Service Benchmarking
 - 7.4.4.4 Strategic Initiatives
 - 7.4.5 Fitbit, Inc.
 - 7.4.5.1 Company Overview
 - 7.4.5.2 Service Benchmarking
 - 7.4.5.4 Strategic Initiatives
 - 7.4.6 Natural Cycles
 - 7.4.6.1 Company Overview
 - 7.4.6.2 Service Benchmarking
 - 7.4.6.4 Strategic Initiatives
 - 7.4.7 Apple Inc.
 - 7.4.7.1 Company Overview
 - 7.4.7.2 Service Benchmarking

- 7.4.7.4 Strategic Initiatives
- 7.4.8 Wildflower Health
 - 7.4.8.1 Company Overview
 - 7.4.8.2 Service Benchmarking
 - 7.4.8.4 Strategic Initiatives
- 7.4.9 Hellobaby, Inc.
 - 7.4.9.1 Company Overview
 - 7.4.9.2 Service Benchmarking
 - 7.4.9.4 Strategic Initiatives
- 7.4.10 Ovia Health
 - 7.4.10.1 Company Overview
 - 7.4.10.2 Service Benchmarking
 - 7.4.10.4 Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 List of secondary sources

Table 2 List of abbreviation

Table 3 Global fitness & nutrition market estimates and forecast, 2016 - 2030 (USD Million)

Table 4 Global menstrual health market estimates and forecast, 2016 - 2030 (USD Million)

Table 5 Global pregnancy tracking & postpartum care market estimates and forecast, 2016 - 2030 (USD Million)

Table 6 Global menopause market estimates and forecast, 2016 - 2030 (USD Million)

Table 7 Global disease management market estimates and forecast, 2016 - 2030 (USD Million)

Table 8 Global others market estimates and forecast, 2016 - 2030 (USD Million)

Table 9 North America women's health app market estimates and forecast, by country, 2016 - 2030 (USD Million)

Table 10 North America women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 11 U.S. women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 12 Canada women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 13 Europe women's health app market estimates and forecast, by country, 2016 - 2030 (USD Million)

Table 14 Europe women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 15 U.K. women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 16 Germany women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 17 France women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 18 Italy women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 19 Spain women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 20 Asia Pacific women's health app market estimates and forecast, by country,

2016 - 2030 (USD Million)

Table 21 Asia Pacific women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 22 China women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 23 Japan women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 24 India women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 25 Australia women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 26 Latin America women's health app market estimates and forecast, by country, 2016 - 2030 (USD Million)

Table 27 Latin America women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 28 Brazil women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 29 Mexico women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 30 Middle East & Africa (MEA) women's health app market estimates and forecast, by country, 2016 - 2030 (USD Million)

Table 31 Middle East & Africa (MEA) women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

Table 32 South Africa women's health app market revenue estimates and forecast by type, 2016 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

- Fig. 1 Women's health app market segmentation
- Fig. 2 Market research process
- Fig. 3 Information procurement
- Fig. 4 Primary research pattern
- Fig. 5 Market research approaches
- Fig. 6 Value-chain-based sizing & forecasting
- Fig. 7 QFD modelling for market share assessment
- Fig. 8 Market formulation & validation
- Fig. 9 Market outlook, 2021 (USD Million)
- Fig. 10 Market trends & outlook
- Fig. 11 Market driver relevance analysis (Current & future impact)
- Fig. 12 Market restraint relevance analysis (Current & future impact)
- Fig. 13 Penetration & growth prospect mapping
- Fig. 14 Women's health app market: Type movement analysis (USD millions)
- Fig. 15 Women's health app Market, By Type: Segment dashboard
- Fig. 16 Fitness & nutrition market 2016 - 2030 (USD Million)
- Fig. 17 Menstrual health market 2016 - 2030 (USD Million)
- Fig. 18 Pregnancy tracking & postpartum care market 2016 - 2030 (USD Million)
- Fig. 19 Menopause market 2016 - 2030 (USD Million)
- Fig. 20 Disease management market 2016 - 2030 (USD Million)
- Fig. 21 Others market 2016 - 2030 (USD Million)
- Fig. 22 Regional marketplace: Key takeaways
- Fig. 23 Regional movement analysis, 2021 & 2030 (USD million)
- Fig. 24 North America women's health app market, 2016 - 2030 (USD Million)
- Fig. 25 U.S. women's health app market, 2016 - 2030 (USD Million)
- Fig. 26 Canada women's health app market, 2016 - 2030 (USD Million)
- Fig. 27 Europe women's health app market, 2016 - 2030 (USD Million)
- Fig. 28 U.K. women's health app market, 2016 - 2030 (USD Million)
- Fig. 29 Germany women's health app market, 2016 - 2030 (USD Million)
- Fig. 30 France women's health app market, 2016 - 2030 (USD Million)
- Fig. 31 Italy women's health app market, 2016 - 2030 (USD Million)
- Fig. 32 Spain women's health app market, 2016 - 2030 (USD Million)
- Fig. 33 Asia Pacific women's health app market, 2016 - 2030 (USD Million)
- Fig. 34 China women's health app market, 2016 - 2030 (USD Million)
- Fig. 35 Japan women's health app market, 2016 - 2030 (USD Million)

- Fig. 36 India women's health app market, 2016 - 2030 (USD Million)
- Fig. 37 Australia women's health app market, 2016 - 2030 (USD Million)
- Fig. 38 Latin America women's health app market, 2016 - 2030 (USD Million)
- Fig. 39 Brazil women's health app market, 2016 - 2030 (USD Million)
- Fig. 40 Mexico women's health app market, 2016 - 2030 (USD Million)
- Fig. 41 Middle East & Africa women's health app market, 2016 - 2030 (USD Million)
- Fig. 42 South Africa women's health app market, 2016 - 2030 (USD Million)
- Fig. 43 Impact analysis by key market participants
- Fig. 44 Strategy framework/Competition categorization
- Fig. 45 Company market position analysis

I would like to order

Product name: 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

Product link: <https://marketpublishers.com/r/WF7F8832C814EN.html>

Price: US\$ 5,950.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/WF7F8832C814EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970