

Fertility Test Market Report by Product (Ovulation Prediction Kits, Fertility Monitors, Male Fertility Testing Products), Mode of Purchase (OTC-based, Prescription-based), Application (Female Fertility Testing, Male Fertility Testing), End User (Hospitals, Home Care Settings, Fertility Clinics, and Others), and Region 2024-2032

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Abstracts

The global fertility test market size reached US\$ 552.3 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 927.6 Million by 2032, exhibiting a growth rate (CAGR) of 5.8% during 2024-2032.

Fertility tests are performed to diagnose problems that prevent couples from conceiving. They comprise blood tests, pelvic examination, semen analysis, basal body temperature (BBT) charting, post coital test, transvaginal (pelvic) ultrasound exam, hysterosalpingogram or HSG, hysteroscopy, and laparoscopy. They are reliable, valid, and assist in determining a suitable treatment. In addition, they prevent the spread of sexually transmitted infections (STIs) in the body. Fertility tests also help detect cervical cancer and abnormal cells around the cervix. As a result, they are carried out in hospitals, home care, and fertility clinics.

Fertility Test Market Trends:

The growing prevalence of diseases, such as polycystic ovary syndrome (PCOS), due to the overproduction of estrogen by the ovaries represents one of the key factors driving the market. Moreover, there is a rise in infertility rates across the globe due to lifestyle changes and increasing stress and obesity, which is caused by a lack of physical exercise and alterations in dietary pattern. This, along with the increasing

awareness among the masses about the benefits of fertility tests, is propelling the growth of the market. In addition, the launch of technologically advanced products to treat infertility among the masses is positively influencing the market. Besides this, key market players are extensively investing in research and development (R&D) activities to introduce pregnancy and ovulation test kits for centralizing all fertility-related data. This, coupled with the burgeoning healthcare industry, is offering lucrative growth opportunities to industry investors. Apart from this, there is an increase in the demand for easy-to-use fertility monitors with high accuracy. The rising utilization of artificial intelligence (AI) in sperm analysis is expected to bolster the growth of the market.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global fertility test market report, along with forecasts at the global, regional and country level from 2024-2032. Our report has categorized the market based on product, mode of purchase, application and end user.

Breakup by Product:

- Ovulation Prediction Kits
- Fertility Monitors
- Male Fertility Testing Products

Breakup by Mode of Purchase:

- OTC-based
- Prescription-based

Breakup by Application:

- Female Fertility Testing
- Male Fertility Testing

Breakup by End User:

- Hospitals
- Home Care Settings
- Fertility Clinics
- Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Abbott Laboratories, AdvaCare Pharma, Ava AG, Babystart Ltd. (Snowden Healthcare), Church & Dwight Co. Inc., Fairhaven Health LLC, Geratherm Medical AG, Prestige Consumer Healthcare Inc., Quidel Corporation, UEBE Medical GmbH, Valley Electronics AG and viO HealthTech Limited.

Key Questions Answered in This Report

1. What was the size of the global fertility test market in 2023?
2. What is the expected growth rate of the global fertility test market during 2024-2032?
3. What are the key factors driving the global fertility test market?

4. What has been the impact of COVID-19 on the global fertility test market?
5. What is the breakup of the global fertility test market based on the product?
6. What is the breakup of the global fertility test market based on the mode of purchase?
7. What is the breakup of the global fertility test market based on the application?
8. What is the breakup of the global fertility test market based on the end user?
9. What are the key regions in the global fertility test market?
10. Who are the key players/companies in the global fertility test market?

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