

# Mother and Child Healthcare Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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## Abstracts

The global mother and child healthcare market size reached US\$ 654.9 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 1,370.8 Billion by 2028, exhibiting a growth rate (CAGR) of 12.86% during 2023-2028.

Mother and child healthcare (MCH) refers to medical services provided to children, adolescents and pregnant women. It includes birthing, fertility, child nutrition, prenatal and postnatal services. MCH emphasizes on preventive, curative, promotive and rehabilitative healthcare services that assist in promoting health, child nutrition and preventing medical ailments to reduce infant and maternal mortality. MCH aids in reducing morbidity and mortality due to unsafe abortions, levels of unwanted and unplanned pregnancies, female genital mutilation, risks of developing cervical cancer and enhancing reproductive health awareness among children. MCH also prevents malnutrition and infection among mothers and children and provides primary health care services.

### Mother and Child Healthcare Market Trends:

Significant growth in the healthcare industry is one of the key factors creating a positive outlook for the market. MCH is widely adopted by parents to seek consultation from super-specialist doctors and ensure the good health of both mother and child. Additionally, the widespread adoption of MCH services by pregnant women due to insufficient or no availability of prenatal care and delivery without assistance from appropriately trained health care providers is favoring the market growth. Moreover, the development of various nutritional and micronutrient supplementation strategies that include zinc, calcium, iron and early prenatal food supplementation is providing a thrust to the market growth. These supplements provide essential nutrients in the required

quantities and protect the mother and child from infections and diseases. In line with this, the easy availability of digitized claim processing and healthcare policy management solutions is positively impacting the market growth. Other factors, including the increasing number of women suffering from immunodeficiency virus and other chronic illnesses, along with the implementation of various government initiatives to improve public health, are anticipated to drive the market toward growth.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global mother and child healthcare market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on services, maternal age and location.

#### Breakup by Services:

- Pre-Natal Services
- Birth Services
- Post-Natal Services
- Fertility Services

#### Breakup by Maternal Age:

- Under 20 Years
- 21 to 30 Years
- 31 to 38 Years
- 39 and above Years

#### Breakup by Location:

- Hospitals
- Nursing Homes and Clinics
- In-home Services
- 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 Ann & Robert Lurie Children's Hospital, Apollo Hospitals Enterprise Ltd., Arrowhead Regional Medical Center, Carle Foundation Hospital, ChristianaCare Christiana Hospital, Cincinnati Children's Hospital, Cleveland Clinic Institute, Cloudnine Group of Hospitals, King Faisal Specialist Hospital & Research Centre, Riley Hospital and The Jorvi Hospital.

Key Questions Answered in This Report:

How has the global mother and child healthcare market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global mother and child healthcare market?

What are the key regional markets?

What is the breakup of the market based on the services?

What is the breakup of the market based on the maternal age?

What is the breakup of the market based on the location?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global mother and child healthcare market and who are the key players?

What is the degree of competition in the industry?

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