

Women's Health Market by Age Group Type (50 Years and Above, and Others), Application (Contraceptives, Osteoporosis, Menopause, Infertility, and Others), Distribution Channel (Hospital Pharmacies, Retail Pharmacies, Online Pharmacies), and Region 2023-2028

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Abstracts

The global women's health market size reached US\$ 39.32 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 51.65 Billion by 2028, exhibiting a growth rate (CAGR) of 4.33% during 2023-2028. The rising incidences of chronic illnesses among women, significant technological advancements, and extensive research and development (R&D) activities represent some of the key factors driving the market.

Women's health refers to the branch of medicine that encompasses various physical, mental, and emotional health concerns that affect a woman's physical and emotional well-being. It includes issues related to reproductive health, menstruation, pregnancy, childbirth, menopause, aging, and concerns related to breast health, sexual health, and mental health. Some of the most common women's health issues include menstrual disorders, such as painful periods, irregular periods, and heavy bleeding, as well as reproductive health concerns, such as infertility, sexually transmitted infections (STIs), and cervical cancer. Women's health helps to enhance overall health in women, reduce the risk of chronic diseases, improve the physical, mental, and emotional health of women, and improve health outcomes.

Women's Health Market Trends:

The rising incidences of chronic illnesses among women across the globe are one of

the key factors driving the market growth. In line with this, the increasing demand for women's health products and services that help prevent, diagnose, and treat chronic diseases, such as heart disease, diabetes, osteoporosis, PCOD, and breast cancer, is favoring the market growth. Additionally, rising awareness and education regarding health needs and the available treatment options are acting as another growth-inducing factor. Apart from this, key players are focusing on the introduction of new diagnostic tests that can detect conditions such as breast cancer and cervical cancer at an early stage, improving treatment outcomes and reducing the burden of chronic disease on women, which in turn is providing an impetus to the market growth. Moreover, the launch of digital health tools, such as mobile apps, wearables, and telehealth services that help women track their menstrual cycle, monitor pregnancy, and manage conditions such as diabetes and hypertension, is propelling the market growth. Furthermore, the rising incidences of stress-related osteoarthritis, infertility, and other illnesses are creating a positive outlook for the market. Besides this, the development of new pharmaceuticals and the integration of artificial intelligence (AI) algorithms to analyze mammogram images and detect breast cancer at an early stage is providing a thrust to the market growth. Other factors, including rising expenditure capacities, increasing women working population, extensive research and development (R&D) activities, significant growth in the healthcare industry, and the implementation of various government initiatives to promote women's health, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global women's health market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on age group, application, and distribution channel.

Age Group Type Insights:

50 Years and Above

Postmenopausal Osteoporosis

Endometriosis and Uterine Fibroids

Menopause

Others

The report has provided a detailed breakup and analysis of the women's health market based on the age group. This includes 50 years and above (postmenopausal osteoporosis, endometriosis and uterine fibroids, and menopause), and others.

According to the report, 50 years and above represented the largest segment.

Application Insights:

Contraceptives

Osteoporosis

Menopause

Infertility

Others

The report has provided a detailed breakup and analysis of the women's health market based on the application. This includes contraceptives, osteoporosis, menopause, infertility, and others. According to the report, contraceptives represented the largest segment.

Distribution Channel Insights:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

A detailed breakup and analysis of the women's health market based on the distribution channel has also been provided in the report. This includes hospital, retail, and online pharmacies. According to the report, hospital pharmacies accounted for the largest market share.

Regional Insights:

North America

United States

Canada

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America was the largest market for women's health. Some of the factors driving the North America women's health market included the rising incidences of chronic illnesses among women, significant technological advancements, and increasing expenditure capacities.

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global women's health market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the companies covered include Abbott Laboratories, AbbVie Inc., Agile Therapeutics Inc., Amgen Inc., Bayer AG, Hoffmann-La Roche AG, Ferring Pharmaceuticals, FUJIFILM Holdings Corporation, Hologic Inc., Lupin Limited, Novo Nordisk A/S, Pfizer Inc., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

How has the global women's health market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global women's health market?
What is the impact of each driver, restraint, and opportunity on the global women's health market?

What are the key regional markets?

Which countries represent the most attractive women's health market?

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

Which is the most attractive age group in the women's health market?

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

Which is the most attractive application in the women's health market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the women's health market?

What is the competitive structure of the global women's health market?

Who are the key players/companies in the global women's health market?

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