

Women's Health Market Report 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 2024-2032

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Abstracts

The global women's health market size reached US\$ 41.0 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 57.9 Billion by 2032, exhibiting a growth rate (CAGR) of 3.78% during 2024-2032. The growing population of elderly women, and the specific health needs associated with aging, changing societal norms and attitudes towards women's health, and the rising funding for better access to healthcare services are some of the major factors propelling the market.

Women's health refers to the branch of medicine that focuses on the treatment and diagnosis of diseases and conditions that affect a woman's physical and emotional well-being. It encompasses a broad range of specialties and focus areas, such as reproductive health, maternal health, mental health, and non-communicable diseases, which can all significantly impact women. It is vital not only for the individual well-being of women, but it also has wider societal implications relating to economic productivity, family stability, and public health outcomes. Furthermore, it's important to note that these issues are influenced by biological factors as well as gender-related differences in societal norms, lifestyle choices, and access to healthcare. Thus, a comprehensive approach to women's health necessitates understanding and addressing these multifaceted dimensions.

The aging female population is a key driver of the women's health market. As women age, they face a specific set of health challenges including menopause, osteoporosis,



heart disease, and certain types of cancer. This increasing population of elderly women globally, and the specific health needs associated with aging, create a robust demand for services and products. Along with this, changing societal norms and attitudes towards women's health have also acted as a significant driver in this industry. Therefore, the growing recognition of rights and the need for gender-specific healthcare is positively influencing the market. In addition, the rise in healthcare spending across the globe also contributes significantly to the growth of the women's health market. With higher income levels, individuals and families are more inclined to invest in preventive and curative healthcare. Governments, too, are dedicating larger portions of their budgets towards healthcare. This accelerated funding allows for better access to healthcare services and promotes advancements in women's healthcare research and product development.

Women's Health Market Trends/Drivers:
Increased Awareness and Government Initiatives

Over the past few years, governments across the globe, non-profit organizations, and international agencies have played an instrumental role in heightening awareness about women's health issues. This has been primarily achieved through campaigns, policy changes, and funding for research and services. These initiatives have fostered an environment where health matters are gaining global attention, leading to increased demand for women's health products and services. Moreover, these government initiatives often include provisions for health screenings, diagnostic tests, and preventive measures, which further drive the growth of the industry. Various government acts, for instance, make preventative services for a mandatory health insurance provision, amplifying the demand for such services.

Continuous Advancements in Technology

The rapid advancement in technology has significantly impacted the women's health industry. Along with this, diagnostic tools and therapies have evolved and improved, which have led to better disease detection, more effective treatments, and increased survival rates. Digital health technologies, such as telehealth, mobile apps, and wearable devices are now assisting women in tracking and managing their health more efficiently. Advanced technologies, including artificial intelligence and machine learning, are also being employed in the diagnosis and treatment of various related issues. These technological advancements ensure more effective and personalized healthcare solutions for women but also stimulate the market's growth by creating new opportunities and demands.



Rising Incidences of Chronic Diseases

An increasing incidence of chronic diseases among women, such as cancer (specifically breast and cervical cancer), cardiovascular diseases, diabetes, and osteoporosis, is driving the need for these services. According to global health organizations, non-communicable diseases, notably cancer, and cardiovascular diseases, are responsible for the majority of deaths among women across the globe. In confluence with this, this alarming rise in chronic conditions among women necessitates timely detection, effective treatment options, and increased preventive care, which are the major propellers for the women's health industry. Also, reproductive health remains a significant aspect of the market. The industry is witnessing a growing emphasis on access to family planning services, prenatal care, and safe childbirth practices to reduce maternal and infant mortality rates, further impacting the market.

Women's Health Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global women's health market report, along with forecasts at the global, regional and country levels from 2024-2032. Our report has categorized the market based on age group type, application and distribution channel.

Breakup by Age Group Type:

50 Years and Above
Postmenopausal Osteoporosis
Endometriosis and Uterine Fibroids
Menopause
Others

50 Years and Above dominate the market

The report has provided a detailed breakup and analysis of the market based on the age group type. 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.

The 50 years and above age group in the industry has witnessed significant market drivers over the past decades. One of the primary factors contributing to this trend is the global demographic shift towards an aging population, leading to an increased number



of women entering this age bracket. Additionally, advancements in healthcare technology and increased access to medical services have enabled better diagnoses and treatments for age-related health conditions in women. In addition, the growing awareness among this demographic regarding preventive healthcare measures and wellness has influenced the demand for specialized products and services catering to their unique needs. As women in this age group seek to maintain their health and quality of life, there is an escalating demand for menopause-related treatments, bone health supplements, and preventive screenings. This market segment's potential for growth is further bolstered by the expanding focus on research, allowing the industry to offer targeted and evidence-based solutions.

Breakup by Application:

Contraceptives
Osteoporosis
Menopause
Infertility
Others

Contraceptives dominate the market

A detailed breakup and analysis of the market based on the application have also been provided in the report. This includes contraceptives, osteoporosis, menopause, infertility, and others. According to the report, contraceptives represented the largest segment.

The industry has been significantly influenced by the increasing global awareness of family planning and reproductive health. Governments, organizations, and healthcare providers are emphasizing the importance of safe and effective contraceptive methods to empower women to make informed choices about their reproductive health. Additionally, advancements in medical technology have led to the development of a wide range of contraceptive options, offering women more choices and personalized solutions to suit their preferences and needs. In confluence with this, the shifting societal attitudes towards women's rights and gender equality have resulted in greater access to contraceptive products and services, enabling women to take control of their reproductive decisions. Furthermore, the growing prevalence of sexually transmitted infections has reinforced the importance of using contraceptives as a means of protection.



Breakup by Distribution Channel:

Hospital Pharmacies
Retail Pharmacies
Online Pharmacies

Hospital pharmacies dominate the market

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes hospital pharmacies, retail pharmacies, and online pharmacies. According to the report, hospital pharmacies represented the largest segment.

The hospital pharmacies distribution channel in the industry is experiencing significant market drivers that shape its growth and development. One of the key factors contributing to the prominence of this distribution channel is the rising demand for specialized women's health medications and treatments within hospital settings. Hospitals serve as essential centers for comprehensive medical care, making them an ideal platform to provide a wide range of women's health products, including contraceptives, hormone therapies, fertility medications, and prenatal supplements. Additionally, the increasing prevalence of chronic conditions, such as gynecological disorders and menopause-related symptoms, has led to a growing need for prompt access to medications and treatments, which hospital pharmacies can efficiently cater to. Furthermore, regulatory initiatives and healthcare policies that encourage hospitals to maintain well-stocked pharmacies with a focus on women's health contribute to the expansion of this distribution channel.

Breakup by Region:

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

North America exhibits a clear dominance, accounting for the largest market share

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

The industry in North America is influenced by the region's aging population. It contributes to an increased demand for women's health services and products catering to menopausal and post-menopausal women. Additionally, the growing awareness and emphasis on preventive healthcare measures among women drive the market for screenings, wellness programs, and specialized treatments. In addition, advancements in medical research and technology facilitate the development of innovative solutions, encouraging investment and competition in the industry.

Moreover, favorable healthcare policies and insurance coverage for women's health services bolster market growth. Apart from this, shifting cultural attitudes towards women's empowerment and gender equality enhances access to comprehensive healthcare, including family planning and contraceptive options. Furthermore, strategic marketing efforts and educational campaigns by industry players to promote health and wellness further fuel market expansion.

Competitive Landscape:



The global women's health market is experiencing significant growth due to the growing investments in research and development to create new and improved women's health products, including contraceptives, fertility treatments, hormone therapies, prenatal vitamins, and other related medications. Along with this, companies are promoting their women's health products and services through marketing campaigns to grow awareness among healthcare providers and consumers. These campaigns often focus on promoting the benefits and efficacy of their offerings. Numerous companies are forming partnerships with healthcare providers, clinics, hospitals, and other organizations to expand their market reach and enhance distribution channels, impacting the market. Moreover, the introduction of educational programs for healthcare professionals to ensure proper understanding and usage of their products is contributing to the market.

The report has provided a comprehensive analysis of the competitive landscape in the global women's health market. Detailed profiles of all major companies have also been provided. Some of the key players in the market 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.

Recent Developments:

In June 2023, AbbVie Inc. revealed the names of the 20 amazing women business owners who will receive grants and mentoring from the IFundWomen and BOTOX® Cosmetic award programme.

In October 2021, Abbott Laboratories stated that it has signed a three-year contract to serve as the Real Madrid Football Club's Global Health Sciences and Nutrition Partner and Global Partner of the Real Madrid Foundation, whose mission is to spread the ideals of sport to adolescents all over the world. In addition to providing nutritional assistance for the inaugural men's and women's Academy teams as well as new



product development, the alliance will also benefit at-risk youngsters in 80 countries via educational, sporting, and social welfare initiatives.

In June 2023, Agile Therapeutics Inc. stated that MMCAP Infuse Members would have access to the Twirla (levonorgestrel and ethinyl estradiol) transdermal system. The business anticipates that this improved supply will have a favorable effect on demand growth and factory sales in the non-retail channel, which climbed 20% and 15%, respectively, from the fourth quarter of 2022 to the first quarter of 2023.

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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