

# Assisted Reproductive Technology Market - Forecast from 2026 to 2031

<https://marketpublishers.com/r/AA09EF685450EN.html>

Date: January 2026

Pages: 143

Price: US\$ 3,950.00 (Single User License)

ID: AA09EF685450EN

## Abstracts

Assisted Reproductive Technology Market, with a 5.88% CAGR, is forecasted to expand from USD 33.539 billion in 2025 to USD 47.249 billion in 2031.

The assisted reproductive technology (ART) market encompasses a sophisticated and rapidly evolving segment of reproductive medicine dedicated to treating infertility through laboratory-based manipulation of eggs, sperm, and embryos. This market is characterized by high emotional and financial investment, driven by profound patient need and continuous scientific advancement aimed at improving success rates and expanding access.

### Core Clinical Procedures and Treatment Spectrum

ART refers to procedures where eggs are surgically retrieved, combined with sperm in a laboratory setting, and the resulting embryo(s) are transferred to the uterus or cryopreserved. In-vitro fertilization (IVF) is the cornerstone and most prevalent ART procedure. The market extends beyond IVF to include associated technologies such as intracytoplasmic sperm injection (ICSI), preimplantation genetic testing (PGT), egg/sperm/embryo cryopreservation, and third-party reproduction (donor eggs/sperm, gestational surrogacy). This comprehensive suite of services addresses a wide range of infertility etiologies, from tubal factors and male factor infertility to unexplained infertility and age-related decline in oocyte quality.

### Primary Market Growth Drivers

A fundamental and persistent driver is the rising global prevalence of infertility, attributed to a complex interplay of lifestyle and medical factors. These include

increasing maternal age at first conception, higher rates of conditions like polycystic ovary syndrome (PCOS) and endometriosis, rising obesity levels, and environmental factors. This expanding patient base creates sustained demand for effective fertility treatments.

Concurrent with this, significant sociodemographic shifts are reshaping the patient population. The trend toward delayed childbearing, particularly in developed economies, increases reliance on ART as natural fertility declines. Furthermore, growing social acceptance and legal recognition of alternative family structures—including single parents by choice and same-sex couples—are creating new and substantial patient cohorts who require ART services (often with donor gametes or surrogacy) to build families, thereby broadening the market's addressable base.

Technological and procedural innovation is a critical catalyst for market growth and differentiation. Continuous improvements aim to enhance success rates, reduce treatment burden, and improve safety. Key areas of advancement include: refined culture media and time-lapse embryo imaging for better embryo selection; comprehensive genetic screening (PGT-A) to identify euploid embryos; vitrification techniques for highly effective egg and embryo freezing; and the development of milder stimulation protocols. Innovations like in-vivo culture systems (e.g., intravaginal culture) represent efforts to make treatment more accessible and less invasive.

Increased public awareness and destigmatization of infertility are powerful market enablers. Proactive educational efforts by professional societies, patient advocacy groups, and fertility clinics have normalized discussions around fertility treatment, encouraging more individuals and couples to seek evaluation and care earlier. This increased awareness, coupled with growing media coverage, drives patient volumes and demand for services.

Supportive, though varied, regulatory and reimbursement landscapes also influence market dynamics. In regions with favorable insurance mandates or public funding for ART cycles, access and utilization are significantly higher. Evolving legal frameworks governing third-party reproduction and embryo research also shape service availability and commercial strategies across different geographic markets.

## Geographic Landscape and Regional Dynamics

Europe represents a mature and significant market, characterized by high procedure volumes, well-established regulatory frameworks, and often substantial public funding or

insurance coverage in many countries. This support fosters high utilization rates and a competitive clinic landscape.

North America is a leader in technological adoption and high-value treatment cycles, driven by a robust private-payer market, significant out-of-pocket spending capacity, and a concentration of leading research institutions and commercial laboratories. The region is often the first to adopt and commercialize advanced techniques like PGT and egg freezing on a large scale.

The Asia-Pacific region is identified as a high-growth market, fueled by large populations, rising disposable incomes, increasing medical tourism for fertility services, and gradually decreasing cultural stigma surrounding infertility and ART. Improving healthcare infrastructure and the emergence of large, chain-owned fertility clinics are accelerating market development in this region.

### Competitive Landscape and Strategic Focus

The competitive environment is multifaceted, including large publicly-traded fertility clinic chains, independent high-success-rate clinics, pharmaceutical companies specializing in fertility drugs, and manufacturers of specialized laboratory equipment and consumables.

Strategic competition centers on demonstrating superior clinical outcomes (live birth rates), patient experience, and service range. Leading clinics invest heavily in advanced laboratory technologies, recruit renowned embryologists, and offer comprehensive services including genetics, donor programs, and surrogacy coordination. There is also a strategic focus on geographic expansion through acquisition and the development of integrated networks to capture market share.

### Future Market Trajectory

The future trajectory of the ART market is oriented toward greater personalization, genetic insight, and efficiency. The integration of artificial intelligence and machine learning for embryo selection and cycle prediction is a major frontier. Research into mitigating age-related infertility, through techniques like mitochondrial replacement or in-vitro gametogenesis, represents a longer-term horizon.

Market growth will also be influenced by efforts to improve affordability and access through cost-contained treatment models, insurance expansion, and technological

simplification. However, the market will continue to navigate complex ethical, legal, and social considerations surrounding genetic selection, embryo disposition, and third-party reproduction.

Success for industry participants will depend on maintaining technological leadership, delivering compassionate and effective patient care, and navigating an increasingly competitive and regulated global landscape. As societal trends toward later parenthood and diverse family formation continue, the ART market is poised for sustained expansion, driven by deep-seated human aspirations and the relentless pursuit of scientific progress in reproductive medicine.

#### Key Benefits of this Report:

**Insightful Analysis:** Gain detailed market insights covering major as well as emerging geographical regions, focusing on customer segments, government policies and socio-economic factors, consumer preferences, industry verticals, and other sub-segments.

**Competitive Landscape:** Understand the strategic maneuvers employed by key players globally to understand possible market penetration with the correct strategy.

**Market Drivers & Future Trends:** Explore the dynamic factors and pivotal market trends and how they will shape future market developments.

**Actionable Recommendations:** Utilize the insights to exercise strategic decisions to uncover new business streams and revenues in a dynamic environment.

**Caters to a Wide Audience:** Beneficial and cost-effective for startups, research institutions, consultants, SMEs, and large enterprises.

What do businesses use our reports for?

Industry and Market Insights, Opportunity Assessment, Product Demand Forecasting, Market Entry Strategy, Geographical Expansion, Capital Investment Decisions, Regulatory Framework & Implications, New Product Development, Competitive Intelligence

## Report Coverage:

Historical data from 2022 to 2024 & forecast data from 2025 to 2031

Growth Opportunities, Challenges, Supply Chain Outlook, Regulatory Framework, and Trend Analysis

Competitive Positioning, Strategies, and Market Share Analysis

Revenue Growth and Forecast Assessment of segments and regions including countries

Company Profiling (Strategies, Products, Financial Information, and Key Developments among others.

## Assisted Reproductive Technology Market Segmentation

### By Technique

In Vitro Fertilization (IVF)

Artificial Insemination (AI)

Frozen Embryo Transfer (FET)

Surrogacy

Others

### By Procedure

Fresh Donor

Fresh Non-Donor

Frozen Donor

Frozen Non-Donor

## By End-User

Hospitals

Fertility Clinics

Cryobanks

Research Institutes

## By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

United Kingdom

Germany

France

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

Japan

India

South Korea

Taiwan

Others

## Contents

### **1. EXECUTIVE SUMMARY**

### **2. MARKET SNAPSHOT**

- 2.1. Market Overview
- 2.2. Market Definition
- 2.3. Scope of the Study
- 2.4. Market Segmentation

### **3. BUSINESS LANDSCAPE**

- 3.1. Market Drivers
- 3.2. Market Restraints
- 3.3. Market Opportunities
- 3.4. Porter's Five Forces Analysis
- 3.5. Industry Value Chain Analysis
- 3.6. Policies and Regulations
- 3.7. Strategic Recommendations

### **4. TECHNOLOGICAL OUTLOOK**

### **5. ASSISTED REPRODUCTIVE TECHNOLOGY MARKET BY TECHNIQUE**

- 5.1. Introduction
- 5.2. In Vitro Fertilization (IVF)
- 5.3. Artificial Insemination (AI)
- 5.4. Frozen Embryo Transfer (FET)
- 5.5. Surrogacy
- 5.6. Others

### **6. ASSISTED REPRODUCTIVE TECHNOLOGY MARKET BY PROCEDURE**

- 6.1. Introduction
- 6.2. Fresh Donor
- 6.3. Fresh Non-Donor
- 6.4. Frozen Donor
- 6.5. Frozen Non-Donor

## **7. ASSISTED REPRODUCTIVE TECHNOLOGY MARKET BY END-USER**

- 7.1. Introduction
- 7.2. Hospitals
- 7.3. Fertility Clinics
- 7.4. Cryobanks
- 7.5. Research Institutes

## **8. ASSISTED REPRODUCTIVE TECHNOLOGY MARKET BY GEOGRAPHY**

- 8.1. Introduction
- 8.2. North America
  - 8.2.1. By Technique
  - 8.2.2. By Procedure
  - 8.2.3. By End-User
  - 8.2.4. By Country
    - 8.2.4.1. USA
    - 8.2.4.2. Canada
    - 8.2.4.3. Mexico
- 8.3. South America
  - 8.3.1. By Technique
  - 8.3.2. By Procedure
  - 8.3.3. By End-User
  - 8.3.4. By Country
    - 8.3.4.1. Brazil
    - 8.3.4.2. Argentina
    - 8.3.4.3. Others
- 8.4. Europe
  - 8.4.1. By Technique
  - 8.4.2. By Procedure
  - 8.4.3. By End-User
  - 8.4.4. By Country
    - 8.4.4.1. United Kingdom
    - 8.4.4.2. Germany
    - 8.4.4.3. France
    - 8.4.4.4. Spain
    - 8.4.4.5. Others
- 8.5. Middle East and Africa

- 8.5.1. By Technique
- 8.5.2. By Procedure
- 8.5.3. By End-User
- 8.5.4. By Country
  - 8.5.4.1. Saudi Arabia
  - 8.5.4.2. UAE
  - 8.5.4.3. Others

## 8.6. Asia Pacific

- 8.6.1. By Technique
- 8.6.2. By Procedure
- 8.6.3. By End-User
- 8.6.4. By Country
  - 8.6.4.1. China
  - 8.6.4.2. Japan
  - 8.6.4.3. India
  - 8.6.4.4. South Korea
  - 8.6.4.5. Taiwan
  - 8.6.4.6. Others

## 9. COMPETITIVE ENVIRONMENT AND ANALYSIS

- 9.1. Major Players and Strategy Analysis
- 9.2. Market Share Analysis
- 9.3. Mergers, Acquisitions, Agreements, and Collaborations
- 9.4. Competitive Dashboard

## 10. COMPANY PROFILES

- 10.1. FUJIFILM Irvine Scientific
- 10.2. Merck KGaA
- 10.3. Vitrolife AB
- 10.4. CooperSurgical, Inc.
- 10.5. Thermo Fisher Scientific Inc.
- 10.6. Cook Medical
- 10.7. Genea Biomedx
- 10.8. IMV Technologies
- 10.9. Ferring Pharmaceuticals
- 10.10. IVFtech ApS

## **11. APPENDIX**

- 11.1. Currency
- 11.2. Assumptions
- 11.3. Base and Forecast Years Timeline
- 11.4. Key Benefits for the Stakeholders
- 11.5. Research Methodology
- 11.6. Abbreviations

## I would like to order

Product name: Assisted Reproductive Technology Market - Forecast from 2026 to 2031

Product link: <https://marketpublishers.com/r/AA09EF685450EN.html>

Price: US\$ 3,950.00 (Single User License / Electronic Delivery)

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

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/AA09EF685450EN.html>