

Women's Health Devices Market - Forecast from 2026 to 2031

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Abstracts

The women's health devices market, with a 7.92% CAGR, is anticipated to reach USD 64.434 billion in 2031 from USD 40.774 billion in 2025.

The women's health devices market is addressing escalating cases of breast and ovarian cancer through advanced diagnostic and monitoring technologies. Growth is supported by global awareness campaigns and educational initiatives aimed at improving health outcomes. The market is also catering to an aging female population with heightened vulnerability to chronic and reproductive conditions. Significant investments and innovations targeted at female-specific healthcare solutions are driving further advancement.

Women's health devices are specifically engineered to diagnose, monitor, and treat conditions unique to or predominant in women, including breast and ovarian cancers as well as broader gynecologic health issues. The rising prevalence of these illnesses, combined with an expanding female population and heightened health awareness, constitutes primary growth drivers for the market.

Key growth factors include the multitude of women-associated health concerns with elevated incidence rates. Women face disproportionate risks in areas such as sexual and reproductive health complications. For instance, more than 200 million girls and women worldwide have undergone female genital mutilation (FGM) in practicing regions as reported by the WHO in 2023.

The increasing prevalence of breast and ovarian cancers significantly augments demand. Ovarian cancer ranks as the 8th most common cancer in women globally according to the World Cancer Research Fund (WCRF). These malignancies

underscore the critical role of specialized diagnostic and screening devices in early detection and management.

An expanding elderly female population further propels the market, as older women are more susceptible to conditions like diabetes and ovarian cancer. Projections indicate approximately 604 million elderly women worldwide by 2025 per NCBI estimates, amplifying the need for targeted health devices.

Multiple awareness programs enhance women's health literacy and device adoption. Initiatives led by organizations such as the Office of Human Research and Community Engagement (OHRCE), Clinical Research Branch (CRB), and National Institute of Environmental Health Sciences (NIEHS) through the Women's Health Awareness (WHA) Community Engagement Programme in North Carolina exemplify efforts to promote research and advocacy.

Opportunities for market entry and expansion are substantial, driven by the aforementioned growth factors. Recognition at the World Economic Forum in January 2023 highlighted that targeted investments of around \$300 million in women-specific research could yield \$13 billion in economic returns through healthcare savings, improved quality of life, and enhanced workforce productivity. Government efforts, awareness campaigns, and investment-focused conferences are expected to positively influence the sector.

Geographically, North America is projected to secure a significant market share during the forecast period. Contributing elements include high breast cancer incidence, with the disease accounting for 30% of all new female cancer cases in the US according to the American Cancer Society, and approximately 297,790 new invasive cases estimated in 2023. Rising female workforce participation and increasing earnings relative to men enable greater personal health expenditure, further bolstering device uptake.

Leading companies in the women's health devices arena include GE Healthcare, a global provider of pharmaceutical diagnostics, digital solutions, and medical technology. The company's Voluson Women's Health Ultrasound portfolio spans advanced systems like the Voluson™ Expert Series for progressive imaging capabilities and Voluson™ Performance tailored for obstetrics, gynecology, and assisted reproductive medicine. Caldera Medical, a US-based specialist in women's health devices, focuses on elevating standards of care with products such as Desara® for stress urinary incontinence, Vertessa® for sacrocolpopexy procedures, and the Benesta® System for

accessing challenging fundal and corneal tissue. Hologic, a prominent women's health company, emphasizes breast, gynecologic, sexual, body composition, and skeletal health, offering solutions like the 3Dimensions® Mammography System and 3DQuorum™ Imaging Technology for enhanced breast health diagnostics.

Overall, the market is poised for steady growth, fueled by demographic shifts, disease burden, awareness initiatives, and targeted innovations that address unmet needs in female-specific healthcare.

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 2021 to 2025 & forecast data from 2026 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.

Women's Health Devices Market Segmentation

By Application

Cancer

Osteoporosis

Infectious Disease

Uterine Fibroids

Post-menopausal Syndrome

Pregnancy

Female Sterilization

Other

By End-User

Hospitals

Obstetrics & Gynecology Clinics

Diagnostic Laboratories

Ambulatory Surgical Centers

By Geography

North America

USA

Canada

Mexico

South America

Brazil

Argentina

Others

Europe

Germany

France

United Kingdom

Spain

Others

Middle East and Africa

Saudi Arabia

UAE

Others

Asia Pacific

China

India

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South Korea

Indonesia

Thailand

Others

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