

Global Digital Pregnancy Management Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Digital Pregnancy Management market size is predicted to grow from US\$ 1888 million in 2025 to US\$ 3201 million in 2032; it is expected to grow at a CAGR of 7.8% from 2026 to 2032.

Digital pregnancy management refers to a digital healthcare service system that utilizes artificial intelligence (AI), big data, mobile health applications, wearable devices, telemedicine, and health management platforms to provide continuous, personalized, and intelligent health management for women across the pre-conception, prenatal, and postpartum stages. By collecting data on weight changes, fetal heart rate, blood pressure, blood glucose, sleep, exercise, nutritional intake, and prenatal check-ups, the system employs intelligent algorithms to offer services such as pregnancy risk assessment, nutritional guidance, exercise recommendations, fetal health monitoring, prenatal check-up reminders, remote physician consultations, and postpartum recovery management. Digital pregnancy management enhances the efficiency of maternal health management and enables early identification of pregnancy risks and personalized interventions; it is widely applied in routine pregnancy management, high-risk pregnancy monitoring, gestational diabetes management, maternal and infant health management, and postpartum care, representing a key direction in the integrated development of digital health and maternal-child healthcare.

Currently, the digital pregnancy management industry is driven by heightened awareness of birth health, the digitalization of women's health, the widespread adoption of telemedicine and smart wearable devices, and the upgrading of maternal and infant health services; the sector is evolving from simple tools that assist with prenatal check-ups into comprehensive, full-cycle maternal and infant health management platforms. Key opportunities lie in areas such as AI-driven pregnancy risk prediction, smart fetal

heart rate monitoring, digital management of gestational diabetes, remote prenatal check-up services, prenatal nutrition management, mental health support, cloud-based maternal and infant data platforms, and postpartum rehabilitation management. The industry's core competitiveness is defined by capabilities in medical data analysis, AI risk prediction modeling, obstetric and gynecological expertise, physician resource integration, user operations, and the connectivity of software-hardware ecosystems. Current industry pain points include low long-term user adherence, fragmented medical data, high accuracy requirements for home monitoring devices, the complexity of identifying high-risk pregnancy factors, a lack of standardization in online medical services, and difficulties in interconnecting digital systems across medical institutions. Solutions involve establishing pregnancy health data platforms, introducing AI-assisted risk screening, enabling home health monitoring via smart devices, combining remote physician guidance with personalized health plans, and fostering connectivity between hospital information systems and digital health platforms. Overall, digital pregnancy management is evolving toward a full-lifecycle maternal and infant health service model that encompasses "pre-conception prevention, prenatal monitoring, risk prediction, and postpartum management."

LPI (LP Information)' newest research report, the "Digital Pregnancy Management Industry Forecast" looks at past sales and reviews total world Digital Pregnancy Management sales in 2025, providing a comprehensive analysis by region and market sector of projected Digital Pregnancy Management sales for 2026 through 2032. With Digital Pregnancy Management sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Digital Pregnancy Management industry.

This Insight Report provides a comprehensive analysis of the global Digital Pregnancy Management landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on Digital Pregnancy Management portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Digital Pregnancy Management market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Digital Pregnancy Management and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced

view of the current state and future trajectory in the global Digital Pregnancy Management.

This report presents a comprehensive overview, market shares, and growth opportunities of Digital Pregnancy Management market by product type, application, key players and key regions and countries.

Segmentation by Type:

Pregnancy Health Records

AI Risk Prediction

Fetal Heart Rate Monitoring

Nutrition Management

Exercise Management

Telemedicine Consultation

Others

Segmentation by Data Source:

Manual Input Type

Smart Device Connectivity Type

Hospital Data Integration Type

Others

Segmentation by Application:

General Pregnant Women

High-risk Pregnant Women

Assisted Reproductive Technology (ART) Pregnant Women

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Babyscripts

Maven Clinic

Ovia Health

Pomelo Care

Mahmee

Cayaba Care

Flo Health

BabyCenter

Ada Health

Doctolib

MTI Ltd

Welby Inc

Ubie Inc

OVIVA AG

Preglife

Sonio

Shecare

Jumper Medical

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