

# **Fertility Test Market by Product (Ovulation Predictor Kits, Fertility Monitors (Urine, Saliva, Blood)), Mode of Purchase (OTC, Prescription, Online), Application (Female, Male), End User (Home care, Fertility clinics, hospitals) - Global Forecast to 2025**

<https://marketpublishers.com/r/FA2659530CBEN.html>

Date: April 2021

Pages: 178

Price: US\$ 4,950.00 (Single User License)

ID: FA2659530CBEN

## **Abstracts**

The fertility test market is projected to reach USD 680 Million by 2025 from USD 472 Million in 2020, at a CAGR of 7.5 % the forecast period. Growth in this market is primarily driven by by the increasing first-time pregnancy age in women, declining fertility rate among men and women, growing number of women suffering from disorders such as PCOS, emergence of advanced ovulation monitors, and the increased awareness of fertility testing in both developed as well as developing countries.

“In terms Purchase mode, OTC segment to register significant growth during the forecast period..”

Based on the mode of purchase, the fertility test market is segmented into direct/prescription, OTC, and online products. In 2020 the OTC segment had the major market share and exhibited high growth. The high growth of this segment is attributed to the inclination of patients towards self-monitoring of healthcare conditions, increasing initiatives by market players to spread awareness on fertility, and the rising preference for confidentiality and accessibility of test results.

In terms Application, the female fertility testing segment is expected to account for the largest share of the fertility test market in 2020.”

Based on the application, the fertility test market is segmented into female fertility

testing and male fertility testing. In 2020, the female fertility testing segment accounted for a larger market share, primarily due to the decreasing female fertility rates, availability of a wide range of fertility testing options for females, increase in gynecological issues in women (such as PCOD/PCOS), and the high cost of IVF procedures.

“In terms of product segment, ovulation prediction kits segment is expected to account for the largest share during the forecast period.”

Based on products, the fertility test market is segmented into ovulation prediction kits, fertility monitors & male fertility testing products. Large share is attributed to ovulation prediction kits segment due to the increasing use of ovulation prediction kits, easy over-the-counter availability and low cost, and higher accuracy than natural fertility testing techniques, such as calendar methods and cervical mucus monitoring.

“The home care settings segment is expected to register the highest CAGR during the forecast period” `

Based on end-users, the fertility test market has been segmented based on end-user category—home care settings, hospitals and fertility clinics, and other end users. The large share and high growth of this segment can be attributed to the inclination of patients toward self-monitoring of healthcare conditions, easy access to fertility and ovulation monitors on e-commerce websites, availability of user-friendly and easy-to-handle devices, and the growing preference for the confidentiality of test results.

“Asia Pacific market is expected to grow at the highest CAGR during the forecast period.”

The Asia Pacific market is projected to register the highest CAGR during the forecast period. Growth in the Asia Pacific market is majorly due to the growing number of women suffering from lifestyle disorders, increasing funding/investments toward the development of fertility and ovulation monitors, and the growing focus of both international and domestic players on the Asia Pacific fertility test market.

A breakdown of the primary participants referred to for this report is provided below:

By Company Type: Tier 1–48%, Tier 2–36%, and Tier 3– 16%

By Designation: C-level–10%, Director-level–14%, and Others–76%

By Region: North America–40%, Europe–32%, Asia Pacific–20%, Latin America–5%, and the Middle East & Africa–3%

Swiss Precision Diagnostics (Switzerland), Church & Dwight (US), Prestige Brands Holdings (US), bioZhenia (US), Fairhaven Health (US), Fertility Focus (UK), Geratherm Medical (Germany), Hilin Life Products (US), UEBE Medical (Germany), AdvaCare Pharma (US), AVA (Switzerland), Babystart (UK), Valley Electronics (Germany), Sensiia (UK), and Mira Care (US), among others are some of the major players operating in the global fertility test market.

### Research Coverage

This report studies the fertility test market based on application, mode of purchase, by products, end user, and region. It studies significant factors (such as drivers and restraints) affecting market growth. The report also analyzes opportunities and challenges in the market for stakeholders and provides details of the competitive landscape for market leaders. It explains micro markets with respect to their growth trends, prospects, and contributions to the total market. The report forecasts the revenue of the market segments with respect to four major regions and their respective major countries.

### Reasons to Buy the Report

The report will enable established firms as well as entrants/smaller firms to gauge the pulse of the market, which, in turn, would help them to garner a larger market share. Firms purchasing the report could use one or a combination of the below-mentioned strategies for strengthening their market presence.

This report provides insights on the following pointers:

**Market Penetration:** Comprehensive information on the product portfolios offered by the top players in the fertility test market

**Product Development/Innovation:** Detailed insights on the upcoming trends, R&D activities, and product launches in the fertility test market

**Market Development:** Comprehensive information on lucrative emerging regions

Market Diversification: Exhaustive information about new products, growing geographies, and recent developments in the fertility test market

Competitive Assessment: In-depth assessment of market segments, growth strategies, revenue analysis, and products of the leading market players.

## Contents

### 1 INTRODUCTION

- 1.1 OBJECTIVES OF THE STUDY
- 1.2 MARKET DEFINITION
  - 1.2.1 INCLUSIONS AND EXCLUSIONS
- 1.3 MARKET SCOPE
  - 1.3.1 MARKETS COVERED
  - 1.3.2 YEARS CONSIDERED FOR THE STUDY
- 1.4 CURRENCY USED FOR THE STUDY
- 1.5 STAKEHOLDERS
- 1.6 SUMMARY OF CHANGES

### 2 RESEARCH METHODOLOGY

- 2.1 RESEARCH DATA
  - FIGURE 1 RESEARCH DESIGN
    - 2.1.1 SECONDARY DATA
      - 2.1.1.1 Indicative list of secondary sources
    - 2.1.2 PRIMARY DATA
  - FIGURE 2 PRIMARY SOURCES
  - FIGURE 3 BREAKDOWN OF PRIMARIES: BY COMPANY TYPE, DESIGNATION, AND REGION
- 2.2 MARKET ESTIMATION METHODOLOGY
  - FIGURE 4 RESEARCH METHODOLOGY: HYPOTHESIS BUILDING
    - 2.2.1 PRODUCT-BASED MARKET ESTIMATION
    - 2.2.2 VOLUME-BASED MARKET ESTIMATION
  - FIGURE 5 MARKET SIZE ESTIMATION: FERTILITY TEST MARKET
  - FIGURE 6 CAGR PROJECTIONS: SUPPLY-SIDE ANALYSIS
    - 2.2.3 PRIMARY RESEARCH VALIDATION
- 2.3 DATA TRIANGULATION
  - FIGURE 7 DATA TRIANGULATION METHODOLOGY
- 2.4 RESEARCH ASSUMPTIONS
- 2.5 RESEARCH LIMITATIONS

### 3 EXECUTIVE SUMMARY

FIGURE 8 FERTILITY TEST MARKET, BY PRODUCT, 2020 VS. 2025 (USD MILLION)

*Fertility Test Market by Product (Ovulation Predictor Kits, Fertility Monitors (Urine, Saliva, Blood)), Mode o...*

FIGURE 9 FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2020 VS. 2025 (USD MILLION)

FIGURE 10 FERTILITY TEST MARKET, BY APPLICATION, 2020 VS. 2025 (USD MILLION)

FIGURE 11 FERTILITY TEST MARKET, BY END USER, 2020 VS. 2025 (USD MILLION)

FIGURE 12 GEOGRAPHICAL SNAPSHOT OF THE FERTILITY TEST MARKET

## **4 PREMIUM INSIGHTS**

### 4.1 FERTILITY TEST MARKET OVERVIEW

FIGURE 13 INCREASING FIRST-TIME PREGNANCY AGE TO DRIVE MARKET GROWTH

### 4.2 FERTILITY TEST MARKET, BY PRODUCT, 2020 VS. 2025 (USD MILLION)

FIGURE 14 OVULATION PREDICTION KITS SEGMENT TO DOMINATE THE MARKET IN 2025

### 4.3 APAC FERTILITY TEST MARKET SHARE, BY COUNTRY AND APPLICATION (2020)

FIGURE 15 FEMALE FERTILITY TESTING SEGMENT ACCOUNTED FOR THE LARGEST SHARE OF THE APAC FERTILITY TEST MARKET IN 2020

### 4.4 FERTILITY TEST MARKET SHARE, BY END USER, 2020 VS. 2025

FIGURE 16 HOME CARE SETTINGS ARE THE LARGEST END USERS OF FERTILITY TESTING PRODUCTS

### 4.5 FERTILITY TEST MARKET: GEOGRAPHIC GROWTH OPPORTUNITIES

FIGURE 17 CHINA TO REGISTER THE HIGHEST CAGR DURING THE FORECAST PERIOD

## **5 MARKET OVERVIEW**

### 5.1 INTRODUCTION

### 5.2 MARKET DYNAMICS

FIGURE 18 MARKET DYNAMICS: DRIVERS, RESTRAINTS, OPPORTUNITIES, AND CHALLENGES

#### 5.2.1 DRIVERS

5.2.1.1 Increasing first-time pregnancy age

5.2.1.2 Declining fertility rates across the globe

FIGURE 19 DECLINE IN FERTILITY RATE IN THE US, 2008–2018

5.2.1.3 Growing population of women of reproductive age

5.2.1.4 Launch of advanced, easy-to-use fertility testing devices with high accuracy

5.2.1.5 Increasing awareness of fertility testing

5.2.1.6 Growing number of gynecological and reproductive issues in women and men

## 5.2.2 RESTRAINTS

5.2.2.1 Lesser precision of ovulation prediction kits

5.2.2.2 Unproven accuracy of urine-based ovulation monitors in PCOS/

PCOD patients

## 5.2.3 OPPORTUNITIES

5.2.3.1 Emergence of combined kits for dual testing of pregnancy and ovulation

5.2.3.2 Emerging nations to offer new growth avenues

5.2.3.3 Online sales of fertility testing devices

5.2.3.4 High cost and low accuracy of IVF treatment

## TABLE 1 COST OF IVF ACROSS VARIOUS COUNTRIES

## 5.2.4 CHALLENGES

5.2.4.1 High cost of fertility testing monitors

## 5.3 ECOSYSTEM COVERAGE: PARENT MARKET (IN VITRO DIAGNOSTICS)

## 5.4 REGULATORY ANALYSIS

### 5.4.1 US

TABLE 2 US FDA: CLASSIFICATION OF IN VITRO DIAGNOSTIC DEVICES

FIGURE 20 US: REGULATORY PROCESS FOR IVD DEVICES

### 5.4.2 CANADA

TABLE 3 CANADA: CLASSIFICATION OF IN VITRO DIAGNOSTIC DEVICES

FIGURE 21 CANADA: REGULATORY APPROVAL PROCESS FOR MEDICAL DEVICES

### 5.4.3 EUROPE

TABLE 4 EUROPE: CLASSIFICATION OF IN VITRO DIAGNOSTIC DEVICES

FIGURE 22 EUROPE: REGULATORY PROCESS FOR IVD DEVICES

### 5.4.4 JAPAN

TABLE 5 CLASSIFICATION OF IVD REAGENTS IN JAPAN

### 5.4.5 CHINA

TABLE 6 CHINA: CLASSIFICATION OF MEDICAL DEVICES

TABLE 7 CHINA: TIME, COST, AND COMPLEXITY OF REGISTRATION PROCESS

### 5.4.6 INDIA

FIGURE 23 INDIA: REGULATORY PROCESS FOR IVD DEVICES

## 5.5 VALUE CHAIN ANALYSIS

## 5.6 PRICING TREND ANALYSIS

TABLE 8 AVERAGE PRICE OF FERTILITY TESTING PRODUCTS, BY COUNTRY, 2020 (USD)

## 5.7 PORTER'S FIVE FORCES ANALYSIS

### 5.7.1 OVERVIEW

**TABLE 9 FERTILITY TEST MARKET: PORTER'S FIVE FORCES ANALYSIS****5.7.2 THREAT OF NEW ENTRANTS****FIGURE 24 THREAT OF NEW ENTRANTS****5.7.3 THREAT OF SUBSTITUTES****FIGURE 25 THREAT OF SUBSTITUTES****5.7.4 BARGAINING POWER OF SUPPLIERS****FIGURE 26 BARGAINING POWER OF SUPPLIERS****5.7.5 BARGAINING POWER OF BUYERS****FIGURE 27 BARGAINING POWER OF BUYERS****5.7.6 DEGREE OF COMPETITION****FIGURE 28 DEGREE OF COMPETITION****5.8 NUMBER OF PATIENTS UTILIZING SPECIFIC FERTILITY TECHNIQUES****WORLDWIDE****(AS OF 2019)****TABLE 10 NUMBER OF PATIENTS UTILIZING SPECIFIC FERTILITY TECHNIQUES****WORLDWIDE (AS OF 2019)****5.9 COVID-19 IMPACT****6 FERTILITY TEST MARKET, BY PRODUCT****6.1 INTRODUCTION****TABLE 11 FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)****6.2 OVULATION PREDICTION KITS****6.2.1 LOW COST AND EASY AVAILABILITY OF OVULATION PREDICTION KITS TO DRIVE THEIR ADOPTION****TABLE 12 OVULATION PREDICTION KITS MARKET, BY REGION, 2018–2025 (USD MILLION)****TABLE 13 OVULATION PREDICTION KITS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)****TABLE 14 OVULATION PREDICTION KITS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)****TABLE 15 OVULATION PREDICTION KITS MARKET, BY END USER, 2018–2025 (USD MILLION)****6.3 FERTILITY MONITORS****TABLE 16 FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)****TABLE 17 FERTILITY MONITORS MARKET, BY REGION, 2018–2025 (USD MILLION)****TABLE 18 FERTILITY MONITORS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)****TABLE 19 FERTILITY MONITORS MARKET, BY APPLICATION, 2018–2025 (USD**



MILLION)

TABLE 20 FERTILITY MONITORS MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 6.3.1 URINE-BASED FERTILITY MONITORS

6.3.1.1 Lower user-interpretation errors and fast and accurate results are advantages offered by urine-based monitors

TABLE 21 URINE-BASED FERTILITY MONITORS MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 22 URINE-BASED FERTILITY MONITORS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 23 URINE-BASED FERTILITY MONITORS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 24 URINE-BASED FERTILITY MONITORS MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 6.3.2 SALIVA-BASED FERTILITY MONITORS

6.3.2.1 Saliva-based monitors offer cost-effectiveness and better hygiene

TABLE 25 SALIVA-BASED FERTILITY MONITORS MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 26 SALIVA-BASED FERTILITY MONITORS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 27 SALIVA-BASED FERTILITY MONITORS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 28 SALIVA-BASED FERTILITY MONITORS MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 6.3.3 BLOOD-BASED FERTILITY MONITORS

6.3.3.1 Cost-effectiveness of blood-based monitors is expected to drive their adoption

TABLE 29 BLOOD-BASED FERTILITY MONITORS MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 30 BLOOD-BASED FERTILITY MONITORS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 31 BLOOD-BASED FERTILITY MONITORS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 32 BLOOD-BASED FERTILITY MONITORS MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 6.3.4 OTHER FERTILITY MONITORS

TABLE 33 OTHER FERTILITY MONITORS MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 34 OTHER FERTILITY MONITORS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 35 OTHER FERTILITY MONITORS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 36 OTHER FERTILITY MONITORS MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 6.4 MALE FERTILITY TESTING PRODUCTS

6.4.1 MALE FERTILITY TESTING PRODUCTS TO ACCOUNT FOR THE LOWEST SHARE OF THE MARKET

TABLE 37 MALE FERTILITY TESTING PRODUCTS MARKET, BY REGION, 2018–2025 (USD MILLION)

TABLE 38 MALE FERTILITY TESTING PRODUCTS MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 39 MALE FERTILITY TESTING PRODUCTS MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 40 MALE FERTILITY TESTING PRODUCTS MARKET, BY END USER, 2018–2025 (USD MILLION)

### **7 FERTILITY TEST MARKET, BY MODE OF PURCHASE**

#### 7.1 INTRODUCTION

TABLE 41 FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

#### 7.2 DIRECT/PRESCRIPTION PRODUCTS

7.2.1 AVAILABILITY OF INSURANCE COVERAGE FOR PRESCRIPTION REFILLS WILL DRIVE THE GROWTH OF THIS SEGMENT

TABLE 42 DIRECT/PRESCRIPTION PRODUCTS MARKET, BY REGION, 2018–2025 (USD MILLION)

#### 7.3 OTC PRODUCTS

7.3.1 TREND OF SELF-MONITORING AND REMOTE ACCESS WILL BOOST THE GROWTH OF THIS SEGMENT

TABLE 43 OTC PRODUCTS MARKET, BY REGION, 2018–2025 (USD MILLION)

#### 7.4 ONLINE PRODUCTS

7.4.1 INCREASING NUMBER OF E-PHARMACY PLATFORMS BOOSTING THE GROWTH OF THIS SEGMENT

TABLE 44 ONLINE PRODUCTS MARKET, BY REGION, 2018–2025 (USD MILLION)

### **8 FERTILITY TEST MARKET, BY APPLICATION**

#### 8.1 INTRODUCTION

TABLE 45 FERTILITY TEST MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

## 8.2 FEMALE FERTILITY TESTING

### 8.2.1 RISING PREVALENCE OF PCOD/PCOS WILL BOOST THE GROWTH OF THIS SEGMENT

TABLE 46 GLOBAL BURDEN OF PCOS, 2019 (PER MILLION)

TABLE 47 FERTILITY TEST MARKET FOR FEMALE FERTILITY TESTING APPLICATIONS, BY REGION, 2018–2025 (USD MILLION)

## 8.3 MALE FERTILITY TESTING

### 8.3.1 GROWING ADOPTION OF ADVANCED FERTILITY DEVICES TO AID THE GROWTH OF THIS SEGMENT

TABLE 48 FERTILITY TEST MARKET FOR MALE FERTILITY TESTING APPLICATIONS, BY REGION, 2018–2025 (USD MILLION)

## 9 FERTILITY TEST MARKET, BY END USER

### 9.1 INTRODUCTION

TABLE 49 FERTILITY TEST MARKET, BY END USER, 2018–2025 (USD MILLION)

### 9.2 HOME CARE SETTINGS

#### 9.2.1 EASY ACCESS TO FERTILITY TESTING PRODUCTS THROUGH E-COMMERCE WEBSITES WILL STIMULATE THE GROWTH OF THIS SEGMENT

TABLE 50 FERTILITY TEST MARKET FOR HOME CARE SETTINGS, BY REGION, 2018–2025 (USD MILLION)

### 9.3 HOSPITALS AND FERTILITY CENTERS

#### 9.3.1 INCREASING NUMBER OF FERTILITY CENTERS TO BOOST THE GROWTH OF THIS SEGMENT

TABLE 51 FERTILITY TEST MARKET FOR HOSPITALS AND FERTILITY CENTERS, BY REGION, 2018–2025 (USD MILLION)

### 9.4 OTHER END USERS

TABLE 52 FERTILITY TEST MARKET FOR OTHER END USERS, BY REGION, 2018–2025 (USD MILLION)

## 10 FERTILITY TEST MARKET, BY REGION

### 10.1 INTRODUCTION

TABLE 53 FERTILITY TEST MARKET, BY REGION, 2018–2025 (USD MILLION)

### 10.2 NORTH AMERICA

FIGURE 29 NORTH AMERICA: FERTILITY TEST MARKET SNAPSHOT

TABLE 54 NORTH AMERICA: FERTILITY TEST MARKET, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 55 NORTH AMERICA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025

(USD MILLION)

TABLE 56 NORTH AMERICA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 57 NORTH AMERICA: FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 58 NORTH AMERICA: FERTILITY TEST MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 59 NORTH AMERICA: FERTILITY TEST MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 10.2.1 US

10.2.1.1 High incidence of PCOD/PCOS will boost the growth of this market

TABLE 60 US: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 61 US: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.2.2 CANADA

10.2.2.1 Decreasing fertility rate and the increasing mean age of first-time pregnancies driving the market

TABLE 62 CANADA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 63 CANADA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3 EUROPE

TABLE 64 EUROPE: FERTILITY TEST MARKET, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 65 EUROPE: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 66 EUROPE: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 67 EUROPE: FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 68 EUROPE: FERTILITY TEST MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 69 EUROPE: FERTILITY TEST MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 10.3.1 GERMANY

10.3.1.1 Increasing fertility concerns and awareness to drive market growth in Germany

TABLE 70 GERMANY: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD

MILLION)

TABLE 71 GERMANY: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3.2 UK

10.3.2.1 Government initiatives and promotion of lab-based testing will stimulate market growth

TABLE 72 UK: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 73 UK: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3.3 FRANCE

10.3.3.1 Increasing reforms for the management of POC tests to drive market growth in France

TABLE 74 FRANCE: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 75 FRANCE: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3.4 ITALY

10.3.4.1 Decreasing fertility rates to drive the adoption of fertility testing devices in Italy

TABLE 76 ITALY: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 77 ITALY: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3.5 SPAIN

10.3.5.1 Growing awareness of fertility testing products among women to drive market growth

TABLE 78 SPAIN: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 79 SPAIN: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.3.6 REST OF EUROPE

TABLE 80 ROE: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 81 ROE: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.4 ASIA PACIFIC

FIGURE 30 ASIA PACIFIC: FERTILITY TEST MARKET SNAPSHOT

TABLE 82 ASIA PACIFIC: FERTILITY TEST MARKET, BY COUNTRY, 2018–2025

(USD MILLION)

TABLE 83 ASIA PACIFIC: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025

(USD MILLION)

TABLE 84 ASIA PACIFIC: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025

(USD MILLION)

TABLE 85 ASIA PACIFIC: FERTILITY TEST MARKET, BY MODE OF PURCHASE,  
2018–2025 (USD MILLION)

TABLE 86 ASIA PACIFIC: FERTILITY TEST MARKET, BY APPLICATION, 2018–2025  
(USD MILLION)

TABLE 87 ASIA PACIFIC: FERTILITY TEST MARKET, BY END USER, 2018–2025  
(USD MILLION)

#### 10.4.1 JAPAN

10.4.1.1 Increasing average age of first-time pregnancies to drive market growth

TABLE 88 JAPAN: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD  
MILLION)

TABLE 89 JAPAN: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD  
MILLION)

#### 10.4.2 CHINA

10.4.2.1 China dominated the Asia Pacific fertility test market in 2020

TABLE 90 CHINA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD  
MILLION)

TABLE 91 CHINA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD  
MILLION)

#### 10.4.3 INDIA

10.4.3.1 Increasing prevalence of PCOD/PCOS to drive market growth in India

TABLE 92 INDIA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD  
MILLION)

TABLE 93 INDIA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD  
MILLION)

#### 10.4.4 AUSTRALIA

10.4.4.1 Supportive government initiatives and rising investments to drive market  
growth

TABLE 94 AUSTRALIA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD  
MILLION)

TABLE 95 AUSTRALIA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025  
(USD MILLION)

#### 10.4.5 SOUTH KOREA

10.4.5.1 Supportive government initiatives expected to positively impact market  
growth

TABLE 96 SOUTH KOREA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 97 SOUTH KOREA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.4.6 REST OF ASIA PACIFIC

TABLE 98 ROAPAC: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 99 ROAPAC: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.5 LATIN AMERICA

TABLE 100 LATAM: FERTILITY TEST MARKET, BY COUNTRY, 2018–2025 (USD MILLION)

TABLE 101 LATAM: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 102 LATAM: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 103 LATAM: FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 104 LATAM: FERTILITY TEST MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 105 LATAM: FERTILITY TEST MARKET, BY END USER, 2018–2025 (USD MILLION)

#### 10.5.1 BRAZIL

##### 10.5.1.1 Shrinking population concerns will drive market growth

TABLE 106 BRAZIL: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 107 BRAZIL: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.5.2 MEXICO

##### 10.5.2.1 Increasing population to drive market growth in Mexico

TABLE 108 MEXICO: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 109 MEXICO: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

#### 10.5.3 REST OF LATIN AMERICA

TABLE 110 ROLATAM: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 111 ROLATAM: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)



## 10.6 MIDDLE EAST & AFRICA

10.6.1 UNFAVORABLE REIMBURSEMENT POLICIES ARE EXPECTED TO RESTRAIN MARKET GROWTH IN MEA

TABLE 112 MEA: FERTILITY TEST MARKET, BY PRODUCT, 2018–2025 (USD MILLION)

TABLE 113 MEA: FERTILITY MONITORS MARKET, BY TYPE, 2018–2025 (USD MILLION)

TABLE 114 MEA: FERTILITY TEST MARKET, BY MODE OF PURCHASE, 2018–2025 (USD MILLION)

TABLE 115 MEA: FERTILITY TEST MARKET, BY APPLICATION, 2018–2025 (USD MILLION)

TABLE 116 MEA: FERTILITY TEST MARKET, BY END USER, 2018–2025 (USD MILLION)

## 11 COMPETITIVE LANDSCAPE

### 11.1 OVERVIEW

### 11.2 KEY STRATEGIES

### 11.3 GLOBAL MARKET SHARE ANALYSIS (2019)

TABLE 117 FERTILITY TEST MARKET: DEGREE OF COMPETITION

FIGURE 31 SWISS PRECISION DIAGNOSTICS HELD THE LEADING POSITION IN THE FERTILITY TEST MARKET IN 2020

### 11.4 COMPETITIVE LEADERSHIP MAPPING

### 11.5 VENDOR INCLUSION CRITERIA

#### 11.5.1 STARS

#### 11.5.2 EMERGING LEADERS

#### 11.5.3 PERVASIVE PLAYERS

#### 11.5.4 PARTICIPANTS

FIGURE 32 FERTILITY TEST MARKET: GLOBAL COMPETITIVE LEADERSHIP MAPPING, 2019

### 11.6 COMPETITIVE LEADERSHIP MAPPING: EMERGING COMPANIES/SMES/ START-UPS (2019)

#### 11.6.1 PROGRESSIVE COMPANIES

#### 11.6.2 STARTING BLOCKS

#### 11.6.3 RESPONSIVE COMPANIES

#### 11.6.4 DYNAMIC COMPANIES

FIGURE 33 FERTILITY TEST MARKET: GLOBAL COMPETITIVE LEADERSHIP MAPPING, 2019 (SME/START-UPS)

### 11.7 COMPANY PRODUCT FOOTPRINT ANALYSIS



TABLE 118 PRODUCT FOOTPRINT OF COMPANIES

TABLE 119 APPLICATION FOOTPRINT OF COMPANIES

TABLE 120 REGIONAL FOOTPRINT OF COMPANIES

11.8 COMPETITIVE SCENARIO

11.8.1 PRODUCT LAUNCHES, ENHANCEMENTS, AND APPROVALS

TABLE 121 FERTILITY TEST MARKET: PRODUCT LAUNCHES, ENHANCEMENTS, AND APPROVALS, 2017–2020

11.8.2 EXPANSIONS

TABLE 122 FERTILITY TEST MARKET: EXPANSIONS, 2017–2020

11.8.3 OTHER STRATEGIES

TABLE 123 FERTILITY TEST MARKET: OTHER STRATEGIES, 2017–2020

## **12 COMPANY PROFILES**

12.1 KEY PLAYERS

(Business overview, Products offered, Recent Developments, SWOT analysis, MNM view)\*

12.1.1 SWISS PRECISION DIAGNOSTICS

TABLE 124 SWISS PRECISION DIAGNOSTICS: BUSINESS OVERVIEW

TABLE 125 SWISS PRECISION DIAGNOSTICS: PRODUCTS OFFERED

TABLE 126 FERTILITY TEST MARKET: PRODUCT LAUNCHES, JANUARY 2017 TO DECEMBER 2020

12.1.2 CHURCH & DWIGHT

TABLE 127 CHURCH & DWIGHT: BUSINESS OVERVIEW

FIGURE 34 CHURCH & DWIGHT: COMPANY SNAPSHOT (2020)

TABLE 128 CHURCH & DWIGHT: PRODUCTS OFFERED

12.1.3 PRESTIGE BRANDS HOLDINGS

TABLE 129 PRESTIGE BRANDS HOLDINGS: BUSINESS OVERVIEW

TABLE 130 PRESTIGE BRANDS HOLDINGS: PRODUCTS OFFERED

TABLE 131 FERTILITY TESTS MARKET: DEALS, JANUARY 2017 TO DECEMBER 2020

12.1.4 BIOZHENA

TABLE 132 BIOZHENA: BUSINESS OVERVIEW

TABLE 133 BIOZHENA: PRODUCTS OFFERED

12.1.5 FAIRHAVEN HEALTH

TABLE 134 FAIRHAVEN HEALTH: BUSINESS OVERVIEW

TABLE 135 FAIRHAVEN HEALTH: PRODUCTS OFFERED

12.1.6 FERTILITY FOCUS

TABLE 136 FERTILITY FOCUS: BUSINESS OVERVIEW

TABLE 137 FERTILITY FOCUS: PRODUCTS OFFERED

TABLE 138 FERTILITY TEST MARKET: PRODUCT LAUNCHES, JANUARY 2016 TO DECEMBER 2020

TABLE 139 FERTILITY TEST MARKET: DEALS, JANUARY 2016 TO DECEMBER 2020

12.1.7 GERATHERM MEDICAL

TABLE 140 GERATHERM MEDICAL: BUSINESS OVERVIEW

FIGURE 35 GERATHERM MEDICAL: COMPANY SNAPSHOT (2019)

TABLE 141 EXCHANGE RATES: EUR TO USD

TABLE 142 GERATHERM MEDICAL: PRODUCTS OFFERED

12.1.8 HILIN LIFE PRODUCTS

TABLE 143 HILIN LIFE PRODUCTS: BUSINESS OVERVIEW

TABLE 144 HILIN LIFE PRODUCTS: PRODUCTS OFFERED

12.1.9 UEBE MEDICAL

TABLE 145 UEBE MEDICAL: BUSINESS OVERVIEW

TABLE 146 UEBE MEDICAL: PRODUCTS OFFERED

12.1.10 ADVACARE PHARMA

TABLE 147 ADVACARE PHARMA: BUSINESS OVERVIEW

TABLE 148 ADVACARE PHARMA: PRODUCTS OFFERED

12.1.11 AVA

TABLE 149 AVA: BUSINESS OVERVIEW

TABLE 150 AVA: PRODUCTS OFFERED

TABLE 151 FERTILITY TEST MARKET: PRODUCT LAUNCHES, JANUARY 2017 TO DECEMBER 2020

TABLE 152 FERTILITY TEST MARKET: DEALS, JANUARY 2017 TO DECEMBER 2020

12.1.12 BABYSTART (SNOWDEN HEALTHCARE)

TABLE 153 BABYSTART: BUSINESS OVERVIEW

TABLE 154 BABYSTART: PRODUCTS OFFERED

12.1.13 VALLEY ELECTRONICS

TABLE 155 VALLEY ELECTRONICS: BUSINESS OVERVIEW

TABLE 156 VALLEY ELECTRONICS: PRODUCTS OFFERED

12.1.14 SENSIIA

TABLE 157 SENSIIA: BUSINESS OVERVIEW

TABLE 158 SENSIIA: PRODUCTS OFFERED

TABLE 159 FERTILITY TEST MARKET: DEALS, JANUARY 2017 TO DECEMBER 2020

12.1.15 MIRA CARE

TABLE 160 MIRA CARE: BUSINESS OVERVIEW

## TABLE 161 MIRA CARE: PRODUCTS OFFERED

\*Details on Business overview, Products offered, Recent Developments, SWOT analysis, MNM view might not be captured in case of unlisted companies.

### 12.2 OTHER COMPANIES

#### 12.2.1 EXSEED HEALTH

#### 12.2.2 TEMPDROP

#### 12.2.3 PREGMATE

#### 12.2.4 MEDICAL ELECTRONIC SYSTEMS

#### 12.2.5 SWIM COUNT (SUBSIDIARY OF MOTILTYCOUNT APS)

## 13 APPENDIX

### 13.1 DISCUSSION GUIDE

### 13.2 KNOWLEDGE STORE: MARKETSandMARKETS' SUBSCRIPTION PORTAL

### 13.3 AVAILABLE CUSTOMIZATIONS

### 13.4 RELATED REPORTS

### 13.5 AUTHOR DETAILS

## I would like to order

Product name: Fertility Test Market by Product (Ovulation Predictor Kits, Fertility Monitors (Urine, Saliva, Blood)), Mode of Purchase (OTC, Prescription, Online), Application (Female, Male), End User (Home care, Fertility clinics, hospitals) - Global Forecast to 2025

Product link: <https://marketpublishers.com/r/FA2659530CBEN.html>

Price: US\$ 4,950.00 (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/FA2659530CBEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970