

Biometric Pregnancy Wear Market Forecasts to 2032 – Global Analysis By Product Type (Smart Pregnancy Bands, Smart Pregnancy Clothing, Smart Pregnancy Belts & Belly Bands and Other Biometric Wearables), Sensor Type (Heart Rate Sensors, Respiratory Sensors, Temperature Sensors, Motion & Posture Sensors, Uterine Contraction Sensors and Multi-parameter Integrated Sensors), Distribution Channel, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Biometric Pregnancy Wear Market is accounted for \$570.1 million in 2025 and is expected to reach \$1015.7 million by 2032 growing at a CAGR of 8.6% during the forecast period. Biometric pregnancy wear integrates sensors and smart fabrics into maternity clothing to monitor maternal and fetal health parameters such as heart rate, temperature, and movement. It offers real-time data for expecting mothers and healthcare providers, supporting personalized prenatal care. Market demand is driven by rising maternal health awareness, wearable technology adoption, and interest in remote monitoring solutions. Integration with mobile apps and telehealth platforms further enhances utility.

Market Dynamics:

Driver:

Growing maternal health awareness

The increasing awareness about maternal health is a significant driver for the wearable pregnancy devices market. Expectant mothers and healthcare providers are seeking advanced, non-invasive solutions for continuous monitoring of both maternal and fetal well-being. Bloomlife offers wearable devices that enable the tracking of essential health parameters such as heart rate, blood pressure, fetal movements, and uterine contractions. This growing awareness is propelling the demand for innovative wearable technologies in the maternal health sector.

Restraint:

Limited reimbursement support

Limited reimbursement support poses a significant challenge to the widespread adoption of wearable pregnancy devices. While some state Medicaid programs reimburse for remote patient monitoring (RPM), there are numerous restrictions associated with its use. This lack of comprehensive reimbursement policies hinders the accessibility and affordability of these devices for expectant mothers, particularly in regions with stringent healthcare policies.

Opportunity:

Partnerships with maternity care providers

Strategic partnerships with maternity care providers present a valuable opportunity for the wearable pregnancy devices market. Collaborations with healthcare institutions can facilitate the integration of wearable technologies into routine prenatal care, enhancing patient monitoring and outcomes. Such partnerships can also lead to the development of tailored solutions that address specific maternal health needs, thereby expanding the market reach and adoption of these devices.

Threat:

Competition from conventional monitoring devices

The wearable pregnancy devices market faces competition from conventional monitoring devices, which are widely used and trusted by healthcare professionals. Traditional methods, such as ultrasound and manual fetal heart rate monitoring, remain the standard in prenatal care. The challenge lies in convincing healthcare providers and expectant mothers to transition to newer, technology-driven solutions, despite the

potential benefits of continuous monitoring offered by wearable devices.

Covid-19 Impact:

The COVID-19 pandemic has significantly impacted the wearable pregnancy devices market. The threat of exposure to COVID-19 has urged patients, especially those suffering from chronic diseases, to self-administer medication at home. Healthcare providers have also focused resources on patients in need of immediate care or those infected with COVID-19. This shift has increased the demand for remote care technologies, such as wearable pregnancy devices, as expectant mothers seek to monitor their health from home, minimizing hospital visits.

The smart pregnancy belts & belly bands segment is expected to be the largest during the forecast period

The smart pregnancy belts & belly bands segment is expected to account for the largest market share during the forecast period. These devices offer real-time monitoring of maternal and fetal health parameters, providing expectant mothers with continuous insights into their well-being. The increasing demand for non-invasive, wearable technologies that enhance comfort and safety during pregnancy is driving the growth of this segment. Moreover, advancements in sensor technologies and materials are further propelling the adoption of smart pregnancy belts and belly bands.

The contraction sensors segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the contraction sensors segment is predicted to witness the highest growth rate. These sensors enable the detection and monitoring of uterine contractions, providing valuable data for assessing labor progression and fetal well-being. The growing preference for remote monitoring solutions and the need for timely intervention during labor are contributing to the rapid adoption of contraction sensors in wearable pregnancy devices.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The region's advanced healthcare infrastructure, high healthcare expenditure, and increasing awareness about maternal health are key factors driving market growth. Additionally, the presence of leading market players and favorable

reimbursement policies in certain states further bolster the adoption of wearable pregnancy devices in North America.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. Rapid urbanization, increasing healthcare investments, and a growing focus on maternal health are fueling market expansion in this region. Moreover, the rising middle-class population and their increasing healthcare awareness are contributing to the demand for advanced maternal monitoring solutions, thereby driving the growth of the wearable pregnancy devices market in Asia Pacific.

Key players in the market

Some of the key players in Biometric Pregnancy Wear Market include Abbott, Aparito, Apple, Bellabeat, Biotricity, Bloomlife, Brainlab, Elvie, Koninklijke Philips, Medtronic, Nuvo Group, OMRON, Rubi Life, Varian Medical Systems, Wave Hello, and Willow Innovations.

Key Developments:

In January 2025, Elvie , creator of the award-winning Elvie Pump , has launched their newest innovation. Elvie Rise (RRP \$799) is an all-in-one smart bouncer that transforms gently into a bassinet, without needing to move the baby.

In October 2023, At ISUOG 2023 Philips showcased their latest OB/GYN ultrasound innovations designed to enhance early detection and diagnostic confidence. Their ultrasound systems currently perform an estimated 170 million OB/GYN procedures annually worldwide, with over 30 years of experience in obstetrics and gynecology solutions.

Product Types Covered:

Smart Pregnancy Bands

Smart Pregnancy Clothing

Smart Pregnancy Belts & Belly Bands

Other Biometric Wearables

Sensor Types:

Heart Rate Sensors

Respiratory Sensors

Temperature Sensors

Motion & Posture Sensors

Uterine Contraction Sensors

Multi-parameter Integrated Sensors

Distribution Channels Covered:

Online Platforms & E-commerce

Retail Pharmacies & Specialty Stores

Hospital & Clinical Supply Channels

Applications Covered:

Maternal Health Monitoring

Fetal Health Monitoring

Stress & Sleep Tracking

Activity & Fitness Tracking

Remote Monitoring & Telemedicine Integration

End Users Covered:

Hospitals & Clinics

Home Healthcare Settings

Research & Academic Institutions

Other End Users

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032

- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

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