

# **FemTech Market Forecasts to 2032 – Global Analysis By Type (Device, Software and Service), Functional Capability (Diagnostics, Monitoring & Tracking, Therapeutic/Intervention, Health Education & Awareness and Consultation/Telemedicine), Application, End User and By Geography**

<https://marketpublishers.com/r/F352AC52C743EN.html>

Date: July 2025

Pages: 150

Price: US\$ 4,150.00 (Single User License)

ID: F352AC52C743EN

## **Abstracts**

According to Statistics MRC, the Global FemTech Market is accounted for \$48.05 billion in 2025 and is expected to reach \$156.48 billion by 2032 growing at a CAGR of 18.37% during the forecast period. FemTech, short for 'female technology,' is a term used to describe an expanding range of products, services, diagnostics, and software aimed at promoting the health and well-being of women. This industry offers a broad range of solutions, such as apps for tracking menstruation, tools for managing menopause, fertility and pregnancy monitoring devices, and online resources for supporting people with chronic illnesses, mental health issues, and sexual health. Moreover, FemTech is helping to bridge the gender data gap in medicine and enhance women's individualized care as a result of growing awareness of gender-specific healthcare needs.

According to the World Economic Forum, only nine conditions account for one-third of women's health gaps in data and care—but together these received less than 1% of cumulative research funding between 2019 and 2023. Closing these gaps could unlock 27 million DALYs each year and generate \$1 trillion in global GDP by 2040.

Market Dynamics:

Driver:

## Growing knowledge of women's health concerns

A global cultural shift has occurred recently toward the open discussion and prioritization of women's health issues that were previously stigmatized or disregarded, including menstruation, menopause, fertility issues, and reproductive rights. Today's women are more proactive in monitoring their cycles, controlling the symptoms of PMS, addressing infertility early, and seeking professional treatment for long-term conditions like polycystic ovary syndrome (PCOS) and endometriosis. Additionally, women's health organizations, social media influencers, and education campaigns are the main drivers of this rising awareness. Consequently, there is now a greater need for FemTech solutions that provide diagnosis, information, and support.

### Restraint:

#### Absence of standards and regulatory clarity

The lack of precise and uniform regulatory frameworks is one of the biggest issues facing the FemTech sector, particularly with regard to digital health products like wearable sensors, mobile apps, and AI-based diagnostics. There is uncertainty in many nations regarding whether specific FemTech products are considered wellness tools or medical devices, which has an impact on product classification, approval processes, and compliance standards. Especially for startups that lack the resources to handle complicated legal environments, this regulatory gray area can impede innovation, limit market access, and deter investment. Furthermore, global expansion is challenging due to disparate national standards, which results in fragmented growth.

### Opportunity:

#### Expansion into menopause and midlife health

Midlife and older women, who have historically been underrepresented, are becoming a significant consumer segment in the FemTech industry. Every year, millions of women go through perimenopause and menopause, increasing the need for ways to deal with symptoms like hot flashes, insomnia, hormone imbalance, and mental health issues. For health and wellness services that improve longevity and quality of life, this group is frequently willing to pay. Additionally, FemTech businesses that create specialized products, such as platforms for hormone replacement therapy or AI-driven symptom tracking, can reach this expanding, devoted, and frequently wealthy clientele.

Threat:

Risks to cybersecurity and data breach

Midlife and older women, who have historically been underrepresented, are becoming a significant consumer segment in the FemTech industry. Every year, millions of women go through perimenopause and menopause, increasing the need for ways to deal with symptoms like hot flashes, insomnia, hormone imbalance, and mental health issues. For health and wellness services that improve longevity and quality of life, this group is frequently willing to pay. Additionally, FemTech businesses that create specialized products, such as platforms for hormone replacement therapy or AI-driven symptom tracking, can reach this expanding, devoted, and frequently wealthy clientele.

Covid-19 Impact:

On the FemTech market, the COVID-19 pandemic had a dual effect, serving as a growth accelerator and a challenge. From one perspective, the initial adoption of some FemTech products, particularly hardware-based solutions, was hampered by supply chain disruptions, postponed clinical trials, and limited access to in-person healthcare services. However, telemedicine, period tracking apps, fertility monitoring tools, and women-specific mental health platforms were all used more frequently as a result of the pandemic, which also greatly accelerated the trend toward digital health. As traditional care was restricted by lockdowns and social distancing, women resorted to digital solutions for managing their emotional, reproductive, and pregnancy health. This resulted in a spike in FemTech investment and user engagement.

The monitoring & tracking segment is expected to be the largest during the forecast period

The monitoring & tracking segment is expected to account for the largest market share during the forecast period. This category comprises wearable technology, digital platforms, and mobile apps that let women monitor their ovulation, menstrual cycles, fertility, pregnancy, menopause symptoms, and general health indicators. Its dominance stems from the growing demand for preventive and personalized care, the growing awareness of women's health issues, and the growing adoption of wearables and smartphones. Moreover, the FemTech industry relies heavily on monitoring & tracking because these tools enable women to take charge of their health, identify abnormalities early, and make educated decisions without continual clinical intervention.

The pregnancy and nursing care segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the pregnancy and nursing care segment is predicted to witness the highest growth rate. Rising maternal health awareness and the growing use of wearable fetal monitors, digital pregnancy tracking apps, remote consultation platforms, and postpartum care solutions are all contributing factors to this industry's explosive growth. For real-time insights into fetal development, nutrition, exercise, mental health, and breastfeeding support, women are increasingly using tech-enabled tools. Growing numbers of working mothers, increased telehealth access, and rising fertility rates in some areas all contribute to the demand. Additionally, these elements support the segment's robust compound annual growth rate and pivotal role in determining the direction of FemTech.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share, driven by a strong awareness of women's health issues, a high smartphone penetration rate, and sophisticated digital infrastructure. With a thriving FemTech startup ecosystem, significant venture capital funding, and supportive regulations for digital health innovations, the U.S. stands out among the other countries in the region. Rising healthcare costs and the trend toward self-managed, preventive care are contributing factors to the growing demand for menopause management tools, pregnancy care solutions, and fertility tracking apps. Moreover, FemTech products are also increasingly being offered by insurance companies and workplace wellness initiatives, which further solidify the region's leading position in the market.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by an increase in investment in digital healthcare infrastructure, a rise in internet and smartphone penetration, and a growing awareness of women's health. Mobile health apps, fertility solutions, and maternal care platforms are in high demand in countries like China, India, Japan, and South Korea, particularly among urban and tech-savvy populations. The region's rapid growth is also attributed to government initiatives to improve women's access to healthcare and the growing number of local FemTech startups. With the rapid digitization of healthcare, Asia-Pacific is becoming a major growth engine for the global FemTech sector.

## Key players in the market

Some of the key players in FemTech Market include Google, Inc, Apple, Inc, Sirona Hygiene Private Limited, Glow, Inc, BioWink GmbH, Natural Cycles USA Corp, Athena Feminine Technologies, Flo Health, Inc., HeraMed, iSono Health, Inc., Chiaro Technology Limited, Joylux, Inc., Nuvo Inc., FemTec Health Inc and Simple Health Inc.

## Key Developments:

In March 2025, Google LLC announced it has signed a definitive agreement to acquire Wiz, Inc., a leading cloud security platform headquartered in New York, for \$32 billion, subject to closing adjustments, in an all-cash transaction. Once closed, Wiz will join Google Cloud. This acquisition represents an investment by Google Cloud to accelerate two large and growing trends in the AI era: improved cloud security and the ability to use multiple clouds.

In February 2025, Apple Inc. and Indonesia have agreed on terms to lift the country's ban on iPhone 16s, said people familiar with the matter, paving the way to end a five-month tug-of-war that forced the US tech giant to raise its promised investment in the country to \$1 billion. The Ministry for Industry, which is responsible for upholding the ban, is set to sign a memorandum of agreement with Apple as soon as this week, according to people familiar with the talks, who asked not to be identified discussing private matters.

In October 2024, Flo Health has partnered with FemTech India to introduce its Pass It On Project via a special Diwali campaign. With a global base of over 80 million and 1.5 million monthly active users in India alone, Flo Health, a leading global period and ovulation tracker, is doubling down on its presence in the country. The Pass It on Project offers free Flo Premium subscriptions to women in 22 countries, where access to safe and credible health information is limited.

## Types Covered:

Device

Software

Service

**Functional Capabilities Covered:**

Diagnostics

Monitoring & Tracking

Therapeutic/Intervention

Health Education & Awareness

Consultation/Telemedicine

**Applications Covered:**

Pregnancy and Nursing Care

Reproductive Health & Contraception

Menstrual Health

General Wellness

Pelvic & Uterine Health

Sexual Health & Wellness

Menopause Care

Mental Health & Emotional Wellbeing

Oncology

Other Applications

**End Users Covered:**

Direct to Consumer

Hospitals

Surgical Centers

Fertility Clinics

Diagnostic Centers

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

*FemTech Market Forecasts to 2032 – Global Analysis By Type (Device, Software and Service), Functional Capabili...*

- 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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