

Fertility Services Market Forecasts to 2032 – Global Analysis By Treatment Type (Assisted Reproductive Technology (ART) and Artificial Insemination (AI)), Infertility Cause (Male Infertility, Female Infertility and Unexplained Infertility), End User and By Geography

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Abstracts

According to Statistics MRC, the Global Fertility Services Market is accounted for \$49.4 billion in 2025 and is expected to reach \$85.8 billion by 2032 growing at a CAGR of 8.2% during the forecast period. Fertility services encompass a range of medical treatments, diagnostic procedures, and support solutions designed to assist individuals or couples in achieving pregnancy. These include assisted reproductive technologies (ART) such as in vitro fertilization (IVF), intrauterine insemination (IUI), fertility preservation, hormonal therapies, and diagnostic testing. Market growth is driven by rising infertility rates, delayed childbearing, and increasing awareness of reproductive health, supported by technological advancements and expanding access to specialized fertility clinics and care networks.

Market Dynamics:

Driver:

Rising Infertility Rates

According to the World Health Organization's 2023 report, approximately one in six adults worldwide face infertility challenges, affecting about 17.5% of the adult population. Lifestyle modifications, including obesity, chronic stress, and excessive alcohol consumption, and prevalent medical conditions such as polycystic ovary syndrome (PCOS) significantly contribute to declining fertility rates. Furthermore, the

growing trend of delayed parenthood in urban populations has resulted in decreased egg quality among older women, intensifying the demand for advanced fertility interventions and creating substantial market opportunities for service providers globally.

Restraint:

High cost of fertility treatments

Fertility procedures, particularly in vitro fertilization (IVF) and advanced assisted reproductive technologies require considerable financial investment that often extends beyond single treatment cycles. Many patients require multiple attempts to achieve successful pregnancy outcomes, compounding the overall cost burden. Additionally, limited insurance coverage for fertility treatments in various regions forces couples to bear out-of-pocket expenses. This economic constraint particularly affects middle-income families who earn too much to qualify for assistance programs yet not enough to afford comprehensive fertility treatments comfortably.

Opportunity:

Expansion in emerging markets

Countries across Asia-Pacific, Latin America, and developing regions are witnessing rapid expansion of fertility clinics and specialized treatment centers. Government initiatives supporting reproductive healthcare access, coupled with growing awareness about fertility preservation options, create favorable market conditions. Moreover, the rise of medical tourism in emerging markets offers cost-effective fertility solutions to international patients, establishing these regions as global fertility hubs.

Threat:

Cultural and religious opposition

Traditional beliefs regarding fertility treatments, particularly those involving donor gametes or surrogacy arrangements, create resistance among certain populations. Religious doctrines opposing artificial reproductive interventions limit market acceptance and utilization rates in specific communities. Additionally, societal stigma surrounding infertility issues prevents many couples from seeking necessary treatments, reducing overall market demand. Furthermore, varying legal frameworks and ethical

considerations across different countries create operational complexities for service providers, potentially limiting expansion strategies.

Covid-19 Impact:

The COVID-19 pandemic initially disrupted fertility services globally, with many clinics temporarily suspending non-essential procedures during lockdowns. However, the market demonstrated remarkable resilience as governments supported the reopening of infertility centers with enhanced safety protocols. Many couples utilized this period for treatment planning, leading to increased demand following service resumption. Additionally, pandemic-induced stress and delayed pregnancies during lockdowns subsequently drove higher fertility service utilization rates, contributing to market recovery and growth acceleration in the post-pandemic period.

The female infertility segment is expected to be the largest during the forecast period

The female infertility segment is expected to account for the largest market share during the forecast period due to various physiological and lifestyle factors affecting women's reproductive health. Rising prevalence of conditions such as polycystic ovary syndrome (PCOS), endometrial tuberculosis, and premature ovarian failure significantly contribute to female infertility rates. Moreover, the increasing trend of delayed childbearing among career-focused women in urban areas results in age-related fertility decline, driving demand for specialized treatments. Advanced diagnostic techniques for female fertility assessment, coupled with innovative treatment options including egg freezing and hormonal therapies, further solidify this segment's leadership position.

The fertility clinics segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the fertility clinics segment is predicted to witness the highest growth rate, driven by their specialized focus and comprehensive treatment offerings. These dedicated facilities provide state-of-the-art equipment, specialized expertise, and personalized care protocols specifically designed for reproductive treatments. The segment benefits from the increasing establishment of standalone fertility centers worldwide, particularly in developed regions where advanced technologies such as AI-driven embryo selection and time-lapse imaging are being implemented. Additionally, fertility clinics' ability to offer both standard and complex treatments under one roof, combined with their higher success rates and partnerships with sperm and egg banks, positions them for sustained growth.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. The region's dominance stems from advanced healthcare infrastructure, high awareness levels about fertility treatments, and comprehensive insurance coverage in many areas. The United States particularly drives regional growth with its presence of leading fertility clinics, technological innovations, and widespread acceptance of assisted reproductive technologies. Additionally, the growing trend of delayed parenthood among North American couples, combined with increasing prevalence of infertility and supportive regulatory frameworks, reinforces the region's market leadership.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR, driven by rapid economic development and improving healthcare infrastructure. Countries including China, India, and Southeast Asian nations are witnessing substantial increases in fertility clinic establishments and treatment accessibility. Rising disposable incomes, growing awareness about fertility preservation options, and increasing acceptance of modern reproductive technologies contribute to this remarkable growth trajectory. Furthermore, government initiatives supporting reproductive healthcare, coupled with the region's large population base and evolving social attitudes toward fertility treatments, position Asia Pacific as the most dynamic and promising market for sustained expansion.

Key players in the market

Some of the key players in Fertility Services Market include CooperSurgical, Inc., Merck KGaA, Vitrolife, Ferring Pharmaceuticals, IVI RMA Global, Kindbody, Inception Fertility, Progyny, Inc., Monash IVF Group, Virtus Health, Boston IVF, Shady Grove Fertility, Carrot Fertility, Thermo Fisher Scientific Inc., Cook Medical, FUJIFILM Irvine Scientific, Hamilton Thorne Ltd., Nova IVF Fertility, and Genea Biomedx.

Key Developments:

In February 2024, CooperSurgical has acquired the fertility business from the LifeGlobal® Group, a pioneer and global leader within IVF. With this acquisition, we are taking yet another step towards providing our customers with the strongest possible

solutions that consist of high-quality products and services, to help specialists improve patient outcomes and increase chances of a healthy pregnancy.

In September 2023, Merck, a leading science and technology company, is launching a comprehensive Fertility Benefit program in October 2023 that will offer employees financial support for fertility treatments. The program will be launched in eight markets: Germany, the United Kingdom, Switzerland, China, India, Taiwan, Brazil, and Mexico. To date, Merck offers similar benefits to employees in the United States, Canada, and Japan. An expansion of the offering to Merck employees in further countries is planned to start next year.

In July 2023, To extend the benefits of genomic testing research for reproductive health labs, Thermo Fisher Scientific launched two new next-generation sequencing-based options to support preimplantation genetic testing-aneuploidy (PGT-A) used commonly to inform in vitro fertilization (IVF) and intracytoplasmic sperm injection (ICSI) research. The Ion ReproSeq PGT-A Kit and the Ion AmpliSeq Polyploidy Kit mark the first research use reproductive health assays available on the Ion Torrent Genexus Integrated Sequencer, delivering complete workflows from sample to result for aneuploidy analysis.

Treatment Types Covered:

Assisted Reproductive Technology (ART)

Artificial Insemination (AI)

Infertility Causes:

Male Infertility

Female Infertility

Unexplained Infertility

End Users Covered:

Fertility Clinics

Hospitals

Surgical Centers

Cryobanks

Clinical Research Institutes

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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