

# **Women's Health Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Drugs (Prolia, Xgeva, Evista, Mirena, Zometa, Others), By Application (Female Infertility, Post menopausal Osteoporosis, Endometriosis, Contraception, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Women's Health Market is projected to expand from USD 16.76 Billion in 2025 to USD 25.49 Billion by 2031, registering a CAGR of 7.24%. This sector comprises a wide array of pharmaceuticals, medical devices, and diagnostics designed for conditions specifically affecting women, including gynecological cancers, reproductive health issues, and autoimmune diseases. Growth is primarily driven by an aging female demographic and the rising burden of chronic pathologies, which require ongoing clinical management. For instance, the American Cancer Society estimated 310,720 new invasive breast cancer cases in the U.S. in 2024, highlighting the essential, non-discretionary demand for medical solutions that underpins market stability.

Despite these positive indicators, the market faces significant hurdles due to historical funding gaps and complex regulatory environments. Research into female-specific biology has often received less capital than other therapeutic areas, creating an innovation bottleneck. This inequitable resource allocation, compounded by high clinical trial costs, hinders the commercialization of new treatments. Consequently, financial and regulatory challenges threaten to slow the rollout of essential healthcare solutions, thereby limiting the market's ability to fully address the diverse needs of the global patient population.

## Market Driver

The surge in FemTech and digital health innovations acts as a major catalyst for market growth, transforming the delivery of reproductive and general care. By integrating artificial intelligence and mobile connectivity, this sector offers personalized solutions for fertility management, menstruation tracking, and menopause support, bridging access gaps and reducing dependence on traditional clinics. In July 2024, Flo Health secured a \$200 million Series C investment led by General Atlantic to boost its predictive capabilities, a move that validates the commercial viability of direct-to-consumer tools and highlights technological scalability as a core element of the healthcare infrastructure.

Government policies and increased funding for women's healthcare research further stabilize and accelerate the industry. State-sponsored initiatives are actively addressing historic underfunding by de-risking early-stage research in neglected areas such as maternal health and endometriosis. For example, the Advanced Research Projects Agency for Health (ARPA-H) committed \$100 million in February 2024 to fund novel female health research, enabling high-risk, high-reward projects. The World Economic Forum noted in 2024 that closing the gender health gap could add \$1 trillion annually to the global economy by 2040, providing strong economic motivation for systemic investment.

## Market Challenge

Historical funding disparities severely restrict the women's health market by limiting the capital available for research and development. This lack of equitable financial allocation creates an innovation bottleneck, complicating the efforts of pharmaceutical and medical device companies to push novel treatments through expensive clinical trials. As a result, the development of therapies tailored to female biology encounters significant delays, which restricts the availability of effective management strategies for chronic pathologies.

The consequences of this underinvestment are highlighted by the disproportionately small share of global research funding assigned to this sector. According to the World Economic Forum in 2024, only 1 percent of total healthcare R&D investment was allocated to female-specific conditions outside of oncology. This minimal financial commitment hampers the market's ability to diversify its portfolio and address unmet medical needs. Consequently, the sector struggles to reach its full commercial potential, leaving a large portion of the global patient population without adequate therapeutic

options.

## **Market Trends**

The proliferation of at-home diagnostic testing for reproductive and hormonal health is reshaping the landscape by decentralizing care and overcoming barriers to clinical access. Driven by a demand for privacy and convenience, this trend allows patients to conduct critical screenings for conditions like cervical cancer and sexually transmitted infections at home. Self-collection methods notably improve compliance among under-screened groups who may avoid traditional pelvic exams. In April 2025, Labcorp introduced a nationwide FDA-approved solution for self-collected vaginal HPV testing, targeting populations not up to date with recommended screenings.

Simultaneously, the development and commercialization of non-hormonal contraceptive innovations are becoming a critical force, addressing patient preferences for family planning without hormonal side effects. This trend focuses on long-acting reversible contraceptives (LARCs) that use advanced materials to ensure efficacy without systemic hormonal intervention. These innovations provide necessary alternatives for women contraindicated for or dissatisfied with hormonal options. In January 2025, Sebela Pharmaceuticals announced that their hormone-free Copper 175mm<sup>2</sup> IUD achieved a Pearl Index of 0.94 in a Phase 3 study, validating the effectiveness of these novel solutions.

## **Key Market Players**

AbbVie, Inc

Bayer AG

Merck & Co., Inc

Pfizer, Inc

Teva Pharmaceutical Industries Ltd

Amgen, Inc

Apothecus Pharmaceutical Corp

Blairex Laboratories, Inc

Ferring B.V.

Agile Therapeutics

## Report Scope

In this report, the Global Women's Health Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Women's Health Market, By Drugs

Prolia

Xgeva

Evista

Mirena

Zometa

Others

### Women's Health Market, By Application

Female Infertility

Post menopausal Osteoporosis

Endometriosis

Contraception

Others

### Women's Health Market, By Region

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Women's Health Market.

### **Available Customizations:**

Global Women's Health Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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