

Female Technology (Femtech) Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product (Mobile Apps, Connected Devices, Services, Others), By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care), By End-use (Individuals, Fertility Clinics, Hospitals, and Research Institutes, Diagnostic Centers), By Region

<https://marketpublishers.com/r/F687139CEDE5EN.html>

Date: April 2023

Pages: 117

Price: US\$ 4,900.00 (Single User License)

ID: F687139CEDE5EN

Abstracts

Global Female Technology (Femtech) market is projected to witness impressive growth during the forecast period. The factors contributing to the growth of the market are increasing digital literacy rates, internet connectivity, smartphone penetration, and digital healthcare infrastructure. Further, the growing availability of smart wearable devices such as fitness trackers and smartwatches is anticipated to lift the growth of the Female Technology (Femtech) market. In addition, the increasing adoption of digital solutions in developed and developing countries combined with technological advancements is expected to fuel the market's growth during the forecast period.

FemTech (Female Technology) is a technology that improves the health and well-being of women. This term is frequently used to refer to programs, services, products, software, hardware, vitamins, supplements, telehealth, wearables, digital platforms, and consumer goods intended to enhance or support the health of women, including but not limited to those who identify as cisgender women and women from gender or sexual minorities.

Increasing demand for Digital Health

Developing solutions to cater to the growing needs of women's healthcare by the key players and demand for smartphones and wearable devices act as a major driver to the market. The healthcare sector has expanded beyond reproductive health to address other healthcare issues such as breast cancer, cervical cancer, mental health, general health & wellness, and pregnancy monitoring. Further, the number of free trials of various apps by female users has increased due to the availability of low- or no-cost health applications addressing a variety of women's health issues, such as period cycle tracking, fertility & ovulation management, prenatal care management, and sexual wellbeing which in turn drivers the growth of the market. Moreover, the growth in the use of mobile applications has also been facilitated by features like notifications, scheduling pill reminders, remote monitoring, diagnostics, medical references, and e-Learning.

Natural Cycles & Oura smart ring, Google and Fitbit, AVA Fertility Tracker wearable and application, and a few additional companies are the players who are combining the app and gadgets. Period cycle tracking, fertility and ovulation management, menstrual health management, and pregnancy care management solutions are the key services offered by the app and gadget combo. Hence, the rise in the application of digital health monitoring apps is a major driver of the market.

North America is expected to have rapid digitalization in the healthcare sector due to the high penetration of smartphones with increasing awareness of digital health monitoring solutions. In North America, there were 296 million mobile internet users in 2020, and according to forecasts from Mobile Economy North America 2021, that number is expected to rise to 323 million by 2025. Hence increasing mobile internet users and adoption of digital services are driving the growth of the Femtech market in the region.

Increasing Demand for Reproductive Health and Maternity Care

Femtech has applications in areas such as reproductive healthcare & well-being, pregnancy & nursing care, pelvic & uterine healthcare, and others. Increasing demand for sophisticated devices and consumables used during pregnancy & nursing care is expected to favor the market growth. Globally, about 37% of the FemTech market belongs to Pregnancy & Nursing and Reproductive Health & Contraception subsectors. Moreover, most maternal death occurs in rural areas due to low education and a lack of digital facilities. This factor is expected to increase the demand for reproductive health and maternity care in rural areas. Further, increasing government initiatives to boost women's health education programs and healthcare investments are expected to fuel

the growth of the Global Female Technology (Femtech) Market during the forecast period.

Market Segmentation

Global Female Technology (Femtech) market is segmented based on product, Application, End-use, region, and company. Based on product, the market is categorized into Mobile Apps, Connected Devices, Services, and Others. Based on Application, the market is segmented into Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care. Based on End-use, the market is divided into Individuals, Fertility Clinics, Hospitals and Research Institutes, and Diagnostic Centers.

Recent Developments

According to trade publications, between 45 and 50 new firms focused on women's health were established in 2020, and between 2020 and 2021, these startups raised over USD 2.5 billion in fundraising.

Funding for women-specific digital health businesses increased by almost 105% in 2020. This indicates that the FemTech market is expanding, which is anticipated to give the companies chances for growth in the forecast period

Market players

ALYK, Inc., Aytu BioScience, Inc., Biowink GmbH, Bloomlife, CORA, Flo Health, Inc., Glow, Inc., Inne, Kasha, NaturalCycles Nordic AB, Ovia Health, Plackal Tech, Sustain Natural, The Flex Company, and Thinx, Inc., among others.

Report Scope:

In this report, global Female Technology (Femtech) market has been segmented into the following categories, in addition to the industry trends, which have also been detailed below:

Female Technology (Femtech) Market, By Product:

Mobile Apps

Connected Devices

Services

Others

Female Technology (Femtech) Market, By Application:

Reproductive Health

General Wellness

Pregnancy and Nursing Care

Pelvic and Uterine Care

Female Technology (Femtech) Market, By End-use:

Individuals

Fertility Clinics

Hospitals and Research Institutes

Diagnostic Centers

Female Technology (Femtech) Market, By Region:

Europe

France

United Kingdom

Italy

Germany

Spain

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in Global Female Technology (Femtech) market.

Available Customizations:

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).

Contents

1. SERVICE OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

5. GLOBAL FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)
 - 5.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)
 - 5.2.3. By End-use (Individuals, Fertility Clinics, Hospitals, and Research Institutes,

Diagnostic Centers)

5.2.4. By Region

5.2.5. By Company (2022)

5.3. Product Map

5.3.1. By Product

5.3.2. By Application

5.3.3. By End-use

5.3.4. By Region

6. EUROPE FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)

6.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)

6.2.3. By End-use (Individuals, Fertility Clinics, Hospitals, and Research Institutes, Diagnostic Centers)

6.2.4. By Country

6.3. Europe: Country Analysis

6.3.1. France Female Technology (Femtech) Market Outlook

6.3.1.1. Market Size & Forecast

6.3.1.1.1. By Value

6.3.1.2. Market Share & Forecast

6.3.1.2.1. By Product

6.3.1.2.2. By Application

6.3.1.2.3. By End-use

6.3.2. United Kingdom Female Technology (Femtech) Market Outlook

6.3.2.1. Market Size & Forecast

6.3.2.1.1. By Value

6.3.2.2. Market Share & Forecast

6.3.2.2.1. By Product

6.3.2.2.2. By Application

6.3.2.2.3. By End-use

6.3.3. Italy Female Technology (Femtech) Market Outlook

6.3.3.1. Market Size & Forecast

6.3.3.1.1. By Value

6.3.3.2. Market Share & Forecast

- 6.3.3.2.1. By Product
- 6.3.3.2.2. By Application
- 6.3.3.2.3. By End-use
- 6.3.4. Germany Female Technology (Femtech) Market Outlook
 - 6.3.4.1. Market Size & Forecast
 - 6.3.4.1.1. By Value
 - 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Product
 - 6.3.4.2.2. By Application
 - 6.3.4.2.3. By End-use
- 6.3.5. Spain Female Technology (Femtech) Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Product
 - 6.3.5.2.2. By Application
 - 6.3.5.2.3. By End-use

7. NORTH AMERICA FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)
 - 7.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)
 - 7.2.3. By End-use (Individuals, Fertility Clinics, Hospitals and Research Institutes, Diagnostic Centers)
 - 7.2.4. By Country
- 7.3. North America: Country Analysis
 - 7.3.1. United States Female Technology (Femtech) Market Outlook
 - 7.3.1.1. Market Size & Forecast
 - 7.3.1.1.1. By Value
 - 7.3.1.2. Market Share & Forecast
 - 7.3.1.2.1. By Product
 - 7.3.1.2.2. By Application
 - 7.3.1.2.3. By End-use
 - 7.3.2. Mexico Female Technology (Femtech) Market Outlook
 - 7.3.2.1. Market Size & Forecast

- 7.3.2.1.1. By Value
- 7.3.2.2. Market Share & Forecast
 - 7.3.2.2.1. By Product
 - 7.3.2.2.2. By Application
 - 7.3.2.2.3. By End-use
- 7.3.3. Canada Female Technology (Femtech) Market Outlook
 - 7.3.3.1. Market Size & Forecast
 - 7.3.3.1.1. By Value
 - 7.3.3.2. Market Share & Forecast
 - 7.3.3.2.1. By Product
 - 7.3.3.2.2. By Application
 - 7.3.3.2.3. By End-use

8. ASIA-PACIFIC FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)
 - 8.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)
 - 8.2.3. By End-use (Individuals, Fertility Clinics, Hospitals and Research Institutes, Diagnostic Centers)
 - 8.2.4. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Female Technology (Femtech) Market Outlook
 - 8.3.1.1. Market Size & Forecast
 - 8.3.1.1.1. By Value
 - 8.3.1.2. Market Share & Forecast
 - 8.3.1.2.1. By Product
 - 8.3.1.2.2. By Application
 - 8.3.1.2.3. By End-use
 - 8.3.2. India Female Technology (Femtech) Market Outlook
 - 8.3.2.1. Market Size & Forecast
 - 8.3.2.1.1. By Value
 - 8.3.2.2. Market Share & Forecast
 - 8.3.2.2.1. By Product
 - 8.3.2.2.2. By Application
 - 8.3.2.2.3. By End-use

8.3.3. Japan Female Technology (Femtech) Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Product

8.3.3.2.2. By Application

8.3.3.2.3. By End-use

8.3.4. South Korea Female Technology (Femtech) Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Product

8.3.4.2.2. By Application

8.3.4.2.3. By End-use

8.3.5. Australia Female Technology (Femtech) Market Outlook

8.3.5.1. Market Size & Forecast

8.3.5.1.1. By Value

8.3.5.2. Market Share & Forecast

8.3.5.2.1. By Product

8.3.5.2.2. By Application

8.3.5.2.3. By End-use

9. SOUTH AMERICA FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)

9.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)

9.2.3. By End-use (Individuals, Fertility Clinics, Hospitals and Research Institutes, Diagnostic Centers)

9.2.4. By Country

9.3. South America: Country Analysis

9.3.1. Brazil Female Technology (Femtech) Market Outlook

9.3.1.1. Market Size & Forecast

9.3.1.1.1. By Value

9.3.1.2. Market Share & Forecast

9.3.1.2.1. By Product

- 9.3.1.2.2. By Application
- 9.3.1.2.3. By End-use
- 9.3.2. Argentina Female Technology (Femtech) Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Product
 - 9.3.2.2.2. By Application
 - 9.3.2.2.3. By End-use
- 9.3.3. Colombia Female Technology (Femtech) Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Product
 - 9.3.3.2.2. By Application
 - 9.3.3.2.3. By End-use

10. MIDDLE EAST AND AFRICA FEMALE TECHNOLOGY (FEMTECH) MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Product (Mobile Apps, Connected Devices, Services, Others)
 - 10.2.2. By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care)
 - 10.2.3. By End-use (Individuals, Fertility Clinics, Hospitals and Research Institutes, Diagnostic Centers)
 - 10.2.4. By Country
- 10.3. MEA: Country Analysis
 - 10.3.1. South Africa Female Technology (Femtech) Market Outlook
 - 10.3.1.1. Market Size & Forecast
 - 10.3.1.1.1. By Value
 - 10.3.1.2. Market Share & Forecast
 - 10.3.1.2.1. By Product
 - 10.3.1.2.2. By Application
 - 10.3.1.2.3. By End-use
 - 10.3.2. UAE Female Technology (Femtech) Market Outlook
 - 10.3.2.1. Market Size & Forecast

- 10.3.2.1.1. By Value
- 10.3.2.2. Market Share & Forecast
 - 10.3.2.2.1. By Product
 - 10.3.2.2.2. By Application
 - 10.3.2.2.3. By End-use
- 10.3.3. Saudi Arabia Female Technology (Femtech) Market Outlook
 - 10.3.3.1. Market Size & Forecast
 - 10.3.3.1.1. By Value
 - 10.3.3.2. Market Share & Forecast
 - 10.3.3.2.1. By Product
 - 10.3.3.2.2. By Application
 - 10.3.3.2.3. By End-use
- 10.3.4. Turkey Female Technology (Femtech) Market Outlook
 - 10.3.4.1. Market Size & Forecast
 - 10.3.4.1.1. By Value
 - 10.3.4.2. Market Share & Forecast
 - 10.3.4.2.1. By Product
 - 10.3.4.2.2. By Application
 - 10.3.4.2.3. By End-use
- 10.3.5. Egypt Female Technology (Femtech) Market Outlook
 - 10.3.5.1. Market Size & Forecast
 - 10.3.5.1.1. By Value
 - 10.3.5.2. Market Share & Forecast
 - 10.3.5.2.1. By Product
 - 10.3.5.2.2. By Application
 - 10.3.5.2.3. By End-use

11. MARKET DYNAMICS

11.1. Drivers

- 11.1.1. Increasing demand for smartphones and wearable devices.
- 11.1.2. Growing health consciousness amongst the female population
- 11.1.3. High Economic Burden of Women's Health

11.2. Challenges

- 11.2.1. Challenges Related to Product Marketing in Femtech Space
- 11.2.2. Absence of Awareness Among Women in Rural Areas
- 11.2.3. Societal Taboos Surrounding Women's Health Issues

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Product Launches
- 12.2. Mergers & Acquisitions
- 12.3. Technological Advancements

13. GLOBAL FEMALE TECHNOLOGY (FEMTECH) MARKET: SWOT ANALYSIS

14. COMPETITIVE LANDSCAPE

- 14.1. Business Overview
- 14.2. Product Offerings
- 14.3. Recent Developments
- 14.4. Financials (As Reported)
- 14.5. Key Personnel
- 14.6. SWOT Analysis
 - 14.6.1. ALYK, Inc.
 - 14.6.2. Aytu BioScience, Inc.
 - 14.6.3. Biowink GmbH
 - 14.6.4. Bloomlife
 - 14.6.5. CORA
 - 14.6.6. Flo Health, Inc.
 - 14.6.7. Glow, Inc.
 - 14.6.8. Inne
 - 14.6.9. Kasha Inc.
 - 14.6.10. NaturalCycles USA Corp
 - 14.6.11. Nordic AB
 - 14.6.12. Ovia Health
 - 14.6.13. Plackal Tech
 - 14.6.14. Sustain Natural
 - 14.6.15. The Flex Company
 - 14.6.16. Thinx, Inc.

15. STRATEGIC RECOMMENDATIONS

I would like to order

Product name: Female Technology (Femtech) Market- Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Product (Mobile Apps, Connected Devices, Services, Others), By Application (Reproductive Health, General Wellness, Pregnancy, and Nursing Care, Pelvic and Uterine Care), By End-use (Individuals, Fertility Clinics, Hospitals, and Research Institutes, Diagnostic Centers), By Region

Product link: <https://marketpublishers.com/r/F687139CEDE5EN.html>

Price: US\$ 4,900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/F687139CEDE5EN.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