

# **United States Women's Health Market By Drug (ACTONEL, YAZ, Yasmin, Yasminelle, FORTEO, Minastrin 24 Fe, Mirena, NuvaRing, ORTHO TRI-CY LO, Premarin, Prolia, Reclast/Aclasta, XGEVA, Zometa, Others), By Application (Hormonal Infertility, Contraceptives, Postmenopausal Osteoporosis, Endometriosis & Uterine Fibroids, Menopause, Polycystic Ovary Syndrome), By Distribution Channel (Hospital Pharmacy, Retail Pharmacy, Online Pharmacy), Region and Competition, Opportunity, and Forecast, 2019-2029F**

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## **Abstracts**

United States Women's Health Market was valued at USD 19.78 billion in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.39% through 2029. The United States Women's Health Market is a multifaceted and evolving sector of the healthcare industry that focuses on addressing the unique health needs and concerns of women. It encompasses a wide range of medical, pharmaceutical, and wellness services designed to promote and maintain the well-being of women throughout their lives. From reproductive health to menopause, from breast cancer screenings to mental health support, the United States Women's Health Market plays a crucial role in enhancing the overall quality of life for women across the nation. One of the key areas of focus within this market is reproductive health. This includes family planning, prenatal care, and support for pregnancy and childbirth. The availability of contraception options, fertility treatments, and comprehensive maternity care is vital for women's choices and overall health.

Gynecological services, which include regular check-ups, cancer screenings, and treatment for conditions like endometriosis and polycystic ovarian syndrome, are essential components of women's healthcare in the United States. Breast health is another significant aspect of women's health in the U.S., with a strong emphasis on early detection and prevention of breast cancer. Mammography and breast self-examinations, along with advanced treatment options, contribute to increased survival rates and improved outcomes for those affected by this prevalent disease. Mental health is an integral part of women's well-being, and the United States Women's Health Market recognizes the importance of addressing issues such as postpartum depression, anxiety, and eating disorders. The market offers various therapeutic and counseling services to support women's emotional and psychological health. Moreover, as women age, the market provides specialized care and resources for the challenges that come with menopause, osteoporosis, and other age-related conditions. This comprehensive approach to women's health extends to holistic wellness, with an increasing focus on lifestyle factors, nutrition, fitness, and wellness programs aimed at improving overall quality of life.

## Key Market Drivers

### Demographic Shifts and Aging Population

Demographic shifts and the aging population in the United States are pivotal factors propelling the growth of the Women's Health Market. As the baby boomer generation reaches retirement age, a profound transformation is occurring in the healthcare sector, particularly in the realm of women's health. This demographic shift brings with it a substantial increase in the number of older women, who have distinct and evolving healthcare needs.

The aging population presents a higher demand for specialized healthcare services catering to older women. Conditions such as menopause, osteoporosis, cardiovascular diseases, and age-related cancers become more prevalent as women age. This necessitates a greater focus on preventive care, early detection, and management of these health issues. Healthcare providers are adapting their services and facilities to meet the unique requirements of this aging demographic, which includes tailored treatment plans, geriatric-focused care, and comprehensive wellness programs.

Women tend to live longer than men on average, and this longevity accentuates the

importance of healthcare services that cater to their specific health needs. With the increased lifespan, women are seeking healthcare solutions that address both the challenges and opportunities that come with aging. These solutions may encompass hormone replacement therapy, bone density screenings, and nutritional guidance tailored to aging bodies.

The United States Women's Health Market is consequently evolving to meet these growing demands, providing a spectrum of healthcare services that empower older women to age gracefully and maintain their quality of life. This not only fosters well-being among the aging female population but also serves as a driving force behind the overall expansion of the Women's Health Market.

### Rising Technological Advancements

Technological advancements are playing a pivotal role in boosting the United States Women's Health Market, revolutionizing the way healthcare is delivered and improving outcomes for women. These innovations encompass a wide range of medical technologies and practices that are reshaping the landscape of women's health.

One of the most significant advances is the development of cutting-edge diagnostic tools. Technologies such as 3D mammography and advanced imaging techniques have greatly enhanced the early detection and diagnosis of breast cancer, which is a top concern for women. These state-of-the-art imaging methods offer greater accuracy and sensitivity, leading to earlier intervention and improved survival rates.

In the field of gynecology and minimally invasive surgery, robotic-assisted surgery has become a game-changer. This technology allows for more precise and less invasive procedures for conditions like fibroids, endometriosis, and ovarian cysts. Women can now benefit from shorter recovery times, reduced scarring, and less post-operative pain, thanks to these technological advancements.

Telemedicine has also emerged as a critical component of women's healthcare. It provides convenient and accessible healthcare services, particularly for rural or underserved populations. Women can now consult with healthcare professionals, access follow-up care, and receive advice on a wide range of issues, from pregnancy concerns to menopausal symptoms, all from the comfort of their own homes.

Technological innovations in fertility and reproductive health have empowered women to take control of their family planning and fertility journey. Techniques such as in-

in vitro fertilization (IVF), pre-implantation genetic testing, and cryopreservation of eggs have opened up new possibilities and options for women seeking to start or expand their families.

The integration of electronic health records (EHRs) and health information technology has also streamlined the healthcare process. This allows for seamless coordination of care among multiple healthcare providers, ensuring that women receive comprehensive and well-coordinated care.

### Mental Health Recognition

Mental health recognition is a significant factor boosting the United States Women's Health Market, as an increasing emphasis on emotional well-being and the destigmatization of mental health issues have reshaped the healthcare landscape. In recent years, there has been a notable shift in societal awareness, advocating for the recognition and prioritization of women's mental health as an integral part of overall well-being.

A key driver in this shift is the recognition of postpartum depression and maternal mental health. Women experiencing postpartum depression and anxiety are now receiving more attention and support, with healthcare providers offering specialized interventions and treatment options to help them navigate the challenges of motherhood. This recognition is vital in ensuring the mental health of both mothers and their infants.

Anxiety and eating disorders, which disproportionately affect women, are also gaining more attention and treatment options. Increased understanding and awareness have led to early diagnosis and intervention, improving the overall quality of life for women who may have otherwise suffered in silence.

The destigmatization of mental health issues in society has led to an increased willingness to seek help and access services. Women are more likely to discuss and address their mental health concerns openly with healthcare providers, leading to improved outcomes and quality of care. This shift in attitudes has created a more supportive and inclusive environment for women's mental health, encouraging them to prioritize self-care and seek the assistance they need. Incorporating mental health services into women's healthcare practices is becoming standard, with healthcare providers offering a holistic approach that addresses both physical and emotional well-being. Integrated care models are designed to identify and manage mental health

issues alongside physical health concerns, recognizing the intrinsic connection between the two.

## Key Market Challenges

### Healthcare Disparities and Inequities

Healthcare disparities and inequities continue to be significant challenges hindering the United States Women's Health Market. Despite advancements in medicine and healthcare policy, disparities in access, quality of care, and health outcomes persist, disproportionately affecting women from marginalized communities. These disparities are complex and multifaceted, and addressing them is crucial for achieving comprehensive and equitable women's healthcare. Economic factors play a significant role in healthcare disparities. Women from lower socioeconomic backgrounds may struggle to afford health insurance, preventive care, and necessary treatments. Financial constraints can deter them from seeking early screenings, managing chronic conditions, or accessing specialized healthcare services.

Geographic disparities in healthcare access are a pressing issue in the United States. Rural areas often lack healthcare facilities and specialists, making it challenging for women in these regions to access timely and comprehensive healthcare services. This lack of access can lead to delayed diagnoses and a higher burden of disease.

Barriers to accessing family planning services, including contraception and abortion, can significantly impact women's reproductive health. Restrictions and limitations on these services, combined with limited access in some regions, impede women's ability to make informed choices about their reproductive health and family planning.

Mental health disparities are a growing concern, particularly in the context of women's health. Women from disadvantaged backgrounds may experience higher rates of mental health issues but often face obstacles in accessing mental health services. Stigma, cultural norms, and limited access to mental healthcare professionals contribute to these disparities.

### Reproductive Rights and Access

Access to safe and legal abortion services has been a contentious issue in the United States. Restrictive state laws, waiting periods, mandatory counseling, and clinic closures have reduced the availability of abortion services, particularly in rural areas.

These barriers can lead to delayed care, increased healthcare costs, and emotional distress for women who seek these services.

While contraception is a fundamental aspect of women's health, limitations on contraceptive access can hinder family planning. Some employers or healthcare institutions may restrict access to certain contraceptive methods based on religious or moral objections. These restrictions can infringe on women's reproductive choices and their ability to manage their reproductive health effectively.

The absence of comprehensive sex education in many regions of the United States leaves individuals, especially young women, ill-informed about their reproductive health and contraceptive options. A lack of education can lead to unplanned pregnancies and increased healthcare needs. Comprehensive sex education is essential in empowering women to make informed choices about their reproductive health.

Access to reproductive healthcare services is not uniform across the country. Rural areas may have limited access to healthcare facilities that offer reproductive services, including prenatal care and family planning. Geographic disparities can result in delayed care, a lack of preventive services, and disparities in reproductive health outcomes.

Family planning clinics, such as Planned Parenthood, have been central to women's healthcare services. However, political and financial challenges have threatened the existence and accessibility of these clinics, which often serve low-income and uninsured women. Reduced funding and clinic closures limit access to contraceptive services, cancer screenings, and reproductive healthcare.

## Key Market Trends

### Preventive Care and Wellness Promotion

Preventive care and wellness promotion have emerged as powerful drivers boosting the United States Women's Health Market. This key market trend underscores the significance of early detection, health maintenance, and proactive lifestyle choices to enhance women's overall well-being. Preventive care encompasses a range of measures such as regular screenings, vaccinations, and health education, all designed to reduce the incidence and severity of various health conditions.

Routine screenings, including mammograms for breast cancer, Pap smears for cervical



cancer, and bone density scans for osteoporosis, are pivotal in the early detection of health issues. By identifying potential problems in their initial stages, women can access timely interventions, increasing the likelihood of successful treatment and improved health outcomes. These screenings are becoming more accessible and are increasingly encouraged by healthcare providers, boosting the market's commitment to proactive health maintenance.

Wellness promotion is another vital aspect of this trend. Lifestyle factors such as nutrition, fitness, and stress management have a profound impact on women's health. Women's health providers are increasingly offering comprehensive wellness programs to address these factors. These programs provide guidance on healthy eating, regular exercise, and stress reduction techniques, empowering women to make positive choices for their overall well-being.

Preventive care and wellness promotion go hand in hand with the reduction of healthcare costs. By preventing or catching health issues early, women can avoid the financial burden associated with treating advanced or chronic conditions. This trend aligns with the principles of value-based healthcare, emphasizing the importance of promoting health and preventing disease rather than solely focusing on treatment.

This market trend encourages women to become proactive about their health, fostering a sense of empowerment and autonomy. By understanding the value of preventive care and adopting a wellness-oriented approach, women can actively participate in managing their health and making informed decisions regarding their well-being.

## Reproductive Health Innovations

Reproductive health innovations are playing a pivotal role in boosting the United States Women's Health Market. These advancements encompass a wide range of technologies and practices that are transforming the landscape of women's reproductive health. One of the key areas where innovation has had a profound impact is fertility treatment. Assisted reproductive technologies, such as in vitro fertilization (IVF), have become increasingly effective and accessible, offering hope to couples struggling with infertility. Advanced techniques like pre-implantation genetic testing enable the selection of embryos with a higher chance of successful implantation, reducing the risk of genetic disorders.

Contraception options have also evolved, offering women more choices and control

over their reproductive health. Long-acting reversible contraceptives (LARCs), like intrauterine devices (IUDs) and hormonal implants, have gained popularity due to their effectiveness and convenience. This trend towards innovative contraception methods empowers women to make choices that best suit their individual needs and lifestyles.

Reproductive health innovations extend to pregnancy care as well. Prenatal screening and diagnostic tests have improved, providing more accurate information about the health and development of the fetus. Non-invasive prenatal testing (NIPT) has revolutionized the way certain genetic conditions are detected, reducing the need for invasive procedures. Innovations in maternal-fetal monitoring have also enhanced the safety of pregnancy, allowing for early detection and intervention in case of complications.

Technologies like telemedicine have made it easier for women to access reproductive health services, especially in underserved or remote areas. Virtual consultations with healthcare providers and remote monitoring have become essential tools in women's reproductive healthcare, increasing accessibility and convenience.

## Segmental Insights

### Drug Insights

Based on the Drug, Mirena emerged as the dominant segment in the United States Women's Health Market in 2023. Mirena is an effective, long-lasting contraceptive option that offers convenience and peace of mind to women looking to avoid unwanted pregnancies. Its longevity (it can provide contraception for up to five years) and high efficacy make it a popular choice. Mirena is often prescribed to women with heavy menstrual bleeding or painful periods. It can significantly reduce menstrual flow and alleviate the discomfort associated with severe cramps and heavy bleeding. This makes it an attractive option for women looking to improve their quality of life during menstruation.

### Regional Insights

Mid-West emerged as the dominant region in the United States Women's Health Market in 2023, holding the largest market share. The Midwest region has a relatively high concentration of healthcare facilities, making it more accessible for women to seek healthcare services, including those related to women's health. This easy



access to providers and healthcare facilities has contributed to the region's dominant position in the market. Midwest healthcare systems often offer a wide range of women's health services, including gynecological care, maternity services, family planning, and women's wellness programs. This comprehensive approach to women's health has attracted patients from both within the region and neighboring areas.

### Key Market Players

AbbVie Inc.

Bayer AG

Merck & Co., Inc.

Pfizer, Inc.

Teva Pharmaceutical Industries Ltd.

Agile Therapeutics, Inc.

Amgen, Inc.

Apothecus Pharmaceutical Corp.

Eli Lilly and Company

Ferring B.V.

### Report Scope:

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

United States Women's Health Market, By Drug:

ACTONEL

YAZ

Yasmin

Yasminelle

FORTEO

Minastrin 24 Fe

Mirena

NuvaRing

ORTH%li%TRI-CY LO

Premarin

Prolia

Reclast/Aclasta

XGEVA

Zometa

Others

United States Women's Health Market, By Application:

Hormonal Infertility

Contraceptives

Postmenopausal Osteoporosis

Endometriosis & Uterine Fibroids

Menopause

Polycystic Ovary Syndrome

United States Women's Health Market, By Distribution Channel:

Hospital Pharmacy

Retail Pharmacy

Online Pharmacy

United States Women's Health Market, By Region:

North-East

Mid-west

West

South

Competitive Landscape

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

Available Customizations:

United States Women's Health Market report with the given market data, Tech Sci 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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