

# India Fertility Services Market: Current Analysis and Forecast (2024-2032)

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## Abstracts

The fertility treatments include fertility treatments such as IVF, IUI, ICSI, Egg and sperm donation, surrogacy and several other services to help couples or individuals to conceive. These are lifestyle-related services that cater for infertility due to lifestyle practices, diseases and hereditary factors.

The India Fertility Services Market is expected to grow at a steady rate of around 16% owing to growing due to an increase in infertility cases and factors as lifestyle and postponed childbearing. Technological factors such as IVF, IUI, ICSI, among others, are on the rise and are widely accepted socially as well as having better healthcare facilities that support this act. Besides, increased medical tourism industry, insurance cover and artificial intelligence in fertility solutions are further propelling the growth of the market.

For instance, in November 2024, SpOvum announced the launch of its advanced AI-powered platform, SpOvum ARTGPT, aimed at revolutionizing patient interaction in the field of assisted reproductive technology (ART). This way the ARTGPT incorporates natural language processing (NLP) whereby the patient always receives instant conversational answers outside clinic practice. Regarding the multilingual support, the SpOvum ARTGPT can be utilized by a broad number of users across India owing to compatibility with Hindi, Kannada, Tamil, Telugu, Bengali, and other languages.

Based on service type, the market is segmented into assisted reproductive technology (ART), {In-Vitro Fertilization (IVF), Intrauterine Insemination (IUI), Intracytoplasmic Sperm Injection (ICSI)}, egg & sperm donation services, surrogacy, others. The assisted reproductive technology (ART) dominated the market in the year 2023. owing to due to an increased prevalence of infertility and the younger generation's ability to conceive later in life, the ART segment,

including IVF, IUI, and ICSI are leading contributors to growth. It is on the rise with the help of things like AI selection of embryo and genetic profiling that enhances the rates of success. Another strong base for its implementation consists of growth in fertility clinics, insurance policies offered at workplaces, and favorable policies to emphasize ART to be available and widely used in the urban and semi urban sectors. In September 2024, MGM Healthcare announced the launch of its cutting-edge In-Vitro Fertilization (IVF) services. The newly established 'Varam IVF centre' at MGM Healthcare aims to provide advanced fertility treatments and personalized care, bringing together specialists with state-of-the-art technology and extensive ancillary services all under one roof.

Based on the patient base, the Indian fertility services market is segmented into domestic demand, medical tourism. The medical tourism category is expected to grow with a significant CAGR during the forecast period. Medical tourism plays a greater role in the development of fertility services in India because many clients from different countries come to get affordable and effective IVF and ART services. Adoption is on the rise in the present days due to cheap techniques, skilled surgeons, and the shortest waiting period than any western nation. This is supported by governments, multinationals, and digitized healthcare services to enhance patients' transport, appointment setting up, and treatment. In July 2024, Ministry of Health and Family Welfare launched India's official portal for Medical Value Travel (MVT) for those who want to avail medical treatment in India. This portal helps streamline the information and patient journey of international medical travellers to India.

Based on the end user, the Indian fertility services market is segmented into hospitals, fertility clinics, cryobanks, and research institutes. The cryobanks category is expected to grow with a significant CAGR during the forecast period. Cryobank may crop up as a significant entity in sperm, egg or embryo preservation for intended parents who are further postponing their childbearing age or patients requiring certain medical procedures. It is also on the rise due to raising concerns about fertility preservation, organizations offering women compensation for the freezing of eggs and development of better technology used in the process. The trends are adoption of new technology in cryopreservation, legal requirements to protect patients' interests and interest shown by fertility clinics to cryobanks that increases service availability.

For a better understanding of the market adoption of Indian Fertility Services, the market is analyzed based on its state-wise presence in India such as North

India, East India, West India, and South India. West India is expected to grow with significant CAGR during forecast period. In terms of procurement, the urban markets of West India from Mumbai, Pune, and Ahmedabad have been fast growing because of good health and strong infrastructure along with high disposable per capita income. It has a high number of established fertilities chains and embraces innovative ART methods, genetic tests, and cryopreservation processes. Increase in medical tourism in Mumbai and Gujarat is an added benefit that causes a rise in demand, along with availability of cheap fertility clinics and government support in India.

Some of the major players operating in the market include Indira IVF Hospital Private Limited, Nova IVF, ISWARYA Fertility Center, CK Birla Healthcare Pvt. Ltd., Cloudnine Fertility, Oasis Fertility, Apollo Fertility (Apollo Specialty Hospitals Pvt. Ltd.), Seeds of Innocens, Gaudium IVF and Women Health Limited., Neelkanth Fertility and Women Care Hospital Private Limited.

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