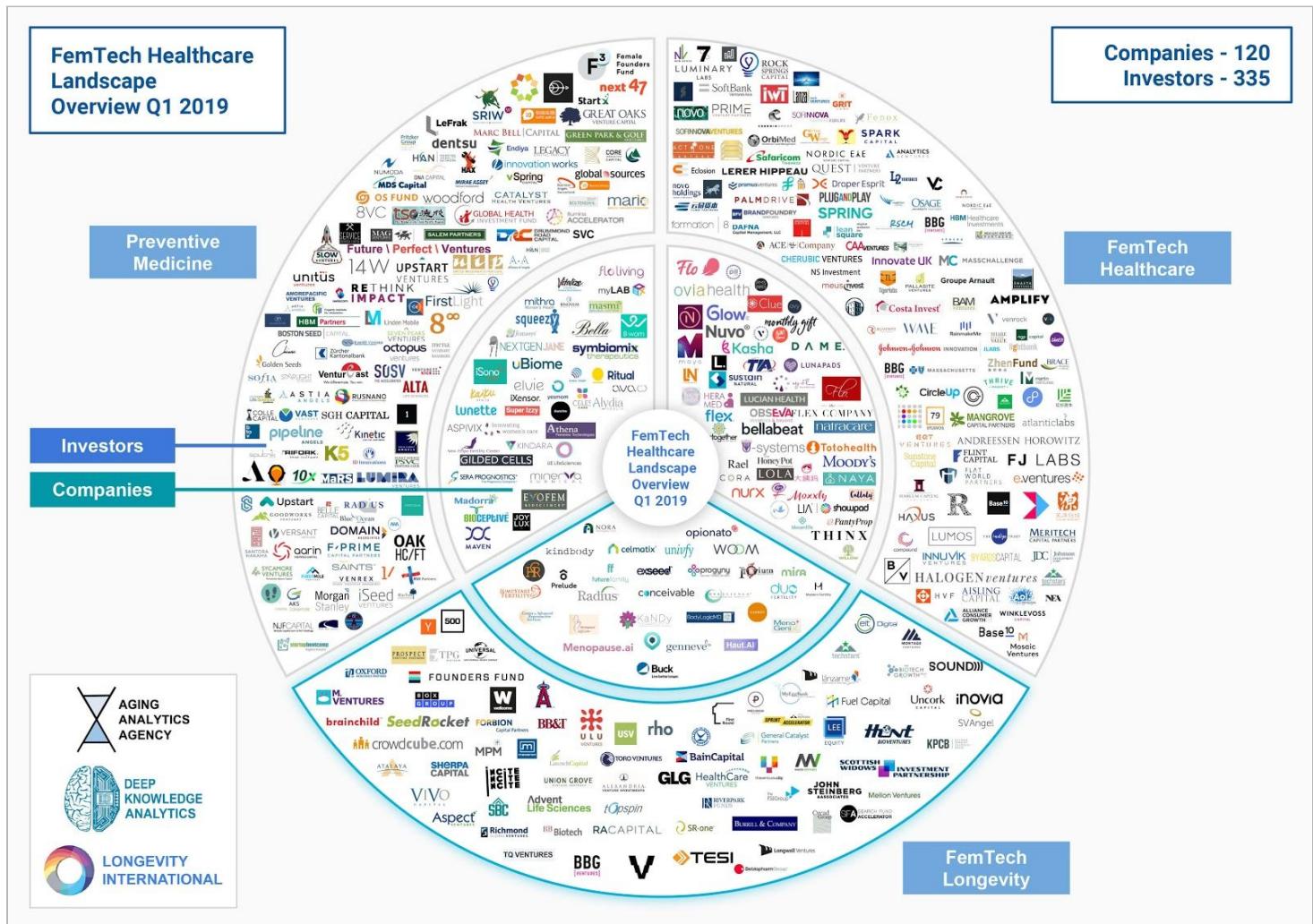




# Press Release

## FemTech Industry Moving From Treatment to Prevention

**FemTech Preventive Medicine and FemTech Longevity Revealed as Rising Subsectors Within Broader FemTech Healthcare Industry**



**April 11, 2019, London, UK:** Aging Analytics Agency announces the publication of a new 635-page open-access report: FemTech Landscape Overview Q1 2019, profiling 120 companies, 335 investors, 30 influencers, 15 conferences and 10 journalists active in the FemTech Healthcare, Preventive Medicine and FemTech Longevity sectors.

FemTech refers to the emerging range of digital technologies focused specifically on women's health, covering everything from fertility tracking to kegel muscle training. The majority of the market current consists largely of wearable devices and smartphone interfaces, connected medical devices, and hygiene products.

These products, platforms, and techniques are geared towards widening female access to healthcare on a global scale, empowering as well as educating women. Femtech is an offshoot of HealthTech, in the sense that it relies on preventive or analytic systems to monitor and maintain health, but represents a major departure from the traditional tech scene that has been dominated by male-oriented product designs and applications. It is a burgeoning, upstart industry with a rapidly increasing public profile, increasingly diverse applications, increasing investor attention, set to have an increasing share of the capital directed at healthcare.

The story of FemTech is apparent from an examination of the sectors of the industry - General, Preventive, and Longevity - in that order. In fact, these three categories mark the stages of the same paradigm shift that this report series has sought to document for years now: The shift toward increased disruption, away from palliative solutions and toward comprehensive, preventive medicine solutions, made possible by a series of synergies.

The main body of the report begins by charting how FemTech has emerged from current synergies between the traditional decades-old solutions to female health, and more recent digital and biomedical advances. It continues into an overview of Preventive FemTech, illustrating how FemTech, in lockstep with the other technologies described in this report series, has undergone a shift from treatment to prevention through advanced prognostics. Finally, the report highlights the rising subsector of FemTech Longevity, and alludes briefly to the growing synergies between FemTech and the broader Longevity industry described throughout our previous reports.

Aging Analytics Agency also has a number of open-access regional case studies and specialised, domain-specific reports scheduled for publication throughout 2019, including:

- Longevity Industry in Switzerland
- Longevity Industry in Japan
- Longevity Industry in Hong Kong
- Longevity Industry in California
- Advancing Financial Industry / AgeTech / Longevity
- Longevity Industry and the Microbiome
- Precision Medicine Clinics Global Landscape Overview
- Global Longevity Industry Landscape Overview: Second Edition

In order to accommodate its significantly expanded scope of activities planned throughout 2019-2020, Aging Analytics Agency has also enhanced its executive management team with the addition of several experienced Longevity Industry experts and influencers, including the appointment of Eric Kihlstrom (former Director of the £98-million Healthy Ageing Industrial Strategy Challenge Fund) as the new Director of Aging Analytics Agency.

The full report can be accessed via the following link:

<https://www.aginganalytics.com/femtech-healthcare-q1-2019>

### **About Aging Analytics Agency**

Aging Analytics Agency is the world's premier Longevity Analytics company, dedicated to the production of industry reports on the topics of Longevity, Precision Preventive medicine and AgeTech. It is the only analytics entity focused exclusively on Ageing, Geroscience and Preventive Medicine. Operating for over five years, it began producing in-depth reports on Longevity long before it emerged as an industry. The company provides strategic consulting in the fields of Longevity and Economics of Aging, and is currently acting as the major source of analytics and data for the UK All-Party Parliamentary Group for Longevity.

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