

The report “**FemTech Industry in the UAE Landscape Overview Q4 2021**” aims to showcase recent developments, current state, and short-term projections of the emerging local FemTech market.

We analyzed 56 organizations contributing to the UAE FemTech market (30 related to FemTech companies and 26 investors). The companies were classified into eight broad categories, each having a unique approach to contribute to the improvement of women's health and well-being. **This report covers core and non-core UAE FemTech companies with a direct and indirect focus to advance women's well-being.** It also depicts information on the top FemTech influencers in the country and their contribution to the development of the FemTech space.

**The FemTech space is emerging in the UAE** driven by e-commerce platforms focused on women's healthcare needs. The FemTech market in the Middle East and North Africa (MENA) region is projected to reach \$3.8 billion by 2031, growing at a CAGR of 15% during the forecast period from 2021 to 2031.



As of November 2021, the UAE FemTech Industry is mostly represented by companies with a focus on women's education and empowerment as well as companies, which are conditioned by the expansion of woman's role in the corporate culture. In the UAE, the FemTech industry is relatively new, however, it has a untapped potential.

\$3.8B

**FemTech Market by  
2031 in MENA**

30

**FemTech Related  
Companies  
in the UAE**

26

**FemTech Investors  
in the UAE**

### About FemTech Analytics

**FemTech Analytics** (FTA) is a FemTech-focused analytical subsidiary of **Deep Knowledge Group**. FTA provides insights into key sub-sectors such as Reproductive Health & Contraception, General Health Care, Longevity, Mental Health, Menstrual Health, Pregnancy & Nursing, Sexual Health, Pelvic & Uterine Health Care, Menopause Care, and Women's Wellness. FTA regularly produces joint reports with our partners, that can contribute by providing their specific knowledge and expertise.

**Open Access Analytics**  
FemTech Analytics is producing regular open-access reports covering emerging longevity markets – technologies, innovations, companies, and trends. Our clients and partners can enjoy access to proprietary reports featuring additional in-depth research conducted by our team on a regular basis.

**Proprietary Services**  
Our range of proprietary services includes custom consulting projects, conducting customized case studies, research, and analytics for internal (organizational) use, tailored to the precise needs of specific clients. It includes a wide range of market and competitor research services, technology scouting and due diligence, investment landscape profiling, and comprehensive analytics support for decision-making.

**IT-Platform and Big Data Analytics Dashboard**  
FTA is building a sophisticated cloud-based engine for advanced market and business intelligence in the FemTech industry. It includes a data mining engine, infrastructure for expert data curation, and advanced visualization dashboards, including mindmaps, knowledge graphs, and 3-dimensional visualizations.

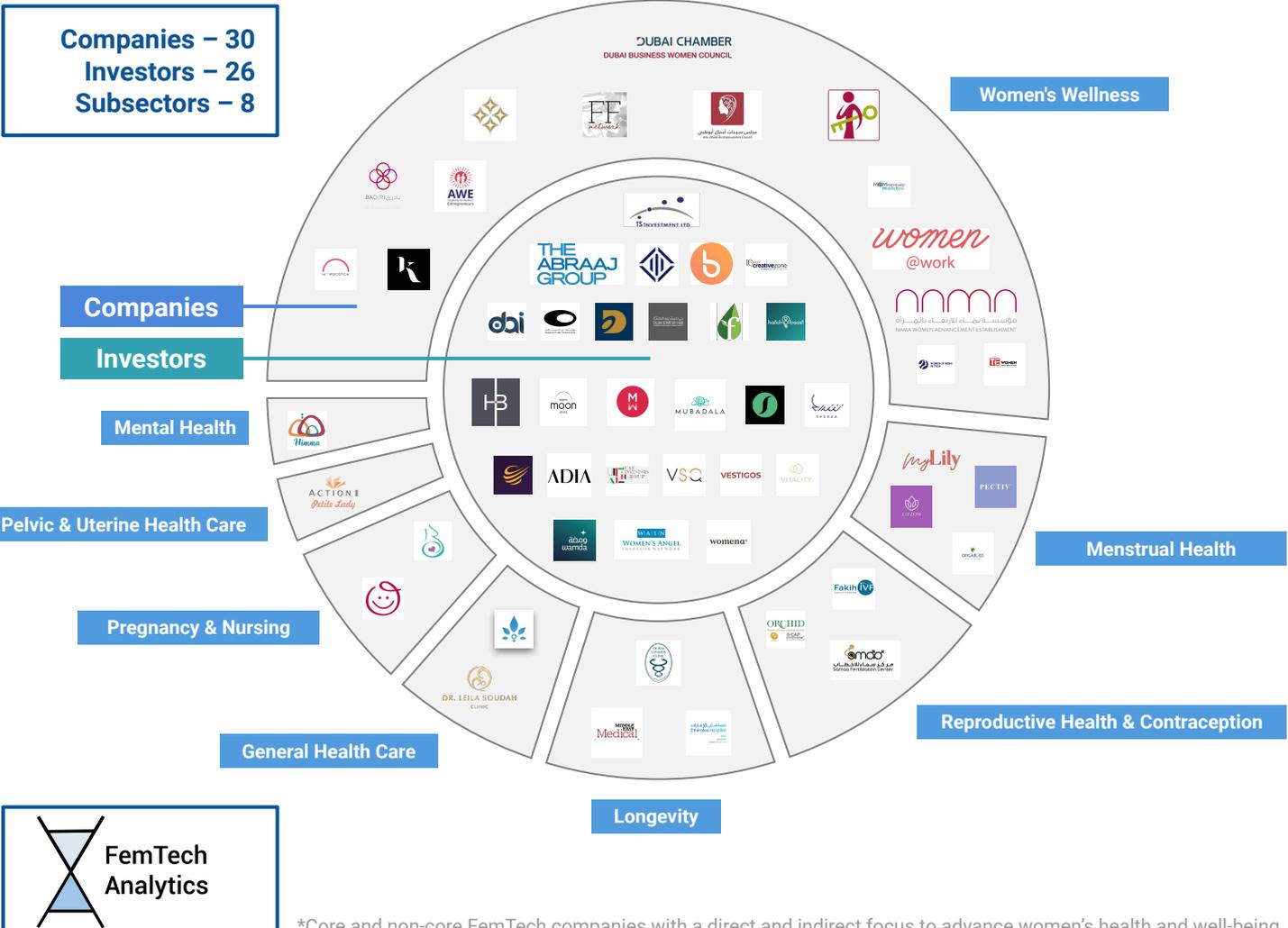
### Key Findings:

- UAE FemTech sector driven by e-commerce platforms focused on women's healthcare.
- UAE FemTech startups are predominately founded and led by women, but receive less funding than their male counterparts.
- MENA's overall share of the total number of FemTech companies barely reaches 6%.
- The UAE FemTech Industry is mostly represented by Women's Wellness and Menstrual Health companies (60%), representing the expansion of woman role in the corporate culture in the country.
- The Reproductive Health & Contraception and Longevity shares of the FemTech companies are significant (10%) falling in line with the overall trend for Longevity research and development in UAE.
- The General Health Care and Pregnancy & Nursing subsectors come at third with 7% of the total number of companies.
- The least prevalent subsectors in the UAE are Pelvic & Uterine Health Care and Mental Health (only 3%).

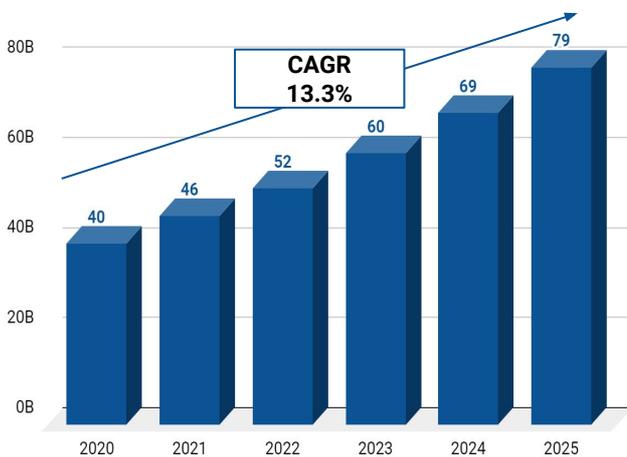
### Key Market Trends to Watch:

Fertility Solutions	Destigmatization	Personalized Health Care
Tracking Apps	Education & Career	
Longevity	Mental Health	Femcare Products

### UAE FemTech Ecosystem



### Global FemTech Market Size Projection, 2020-2025



3.4% Global GDP growth in 2021

5.5% Women's Unemployment Rate in 2021

0.24% Life Expectancy Growth in 2021

### Key Initiatives for Women in the UAE