

# FemTech Industry in the UAE

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## Landscape Overview Q4 2021

Teaser

November 2021

[www.femtech.health](http://www.femtech.health)

# FemTech Industry in the UAE Landscape Overview Q4 2021

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## Introduction

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.

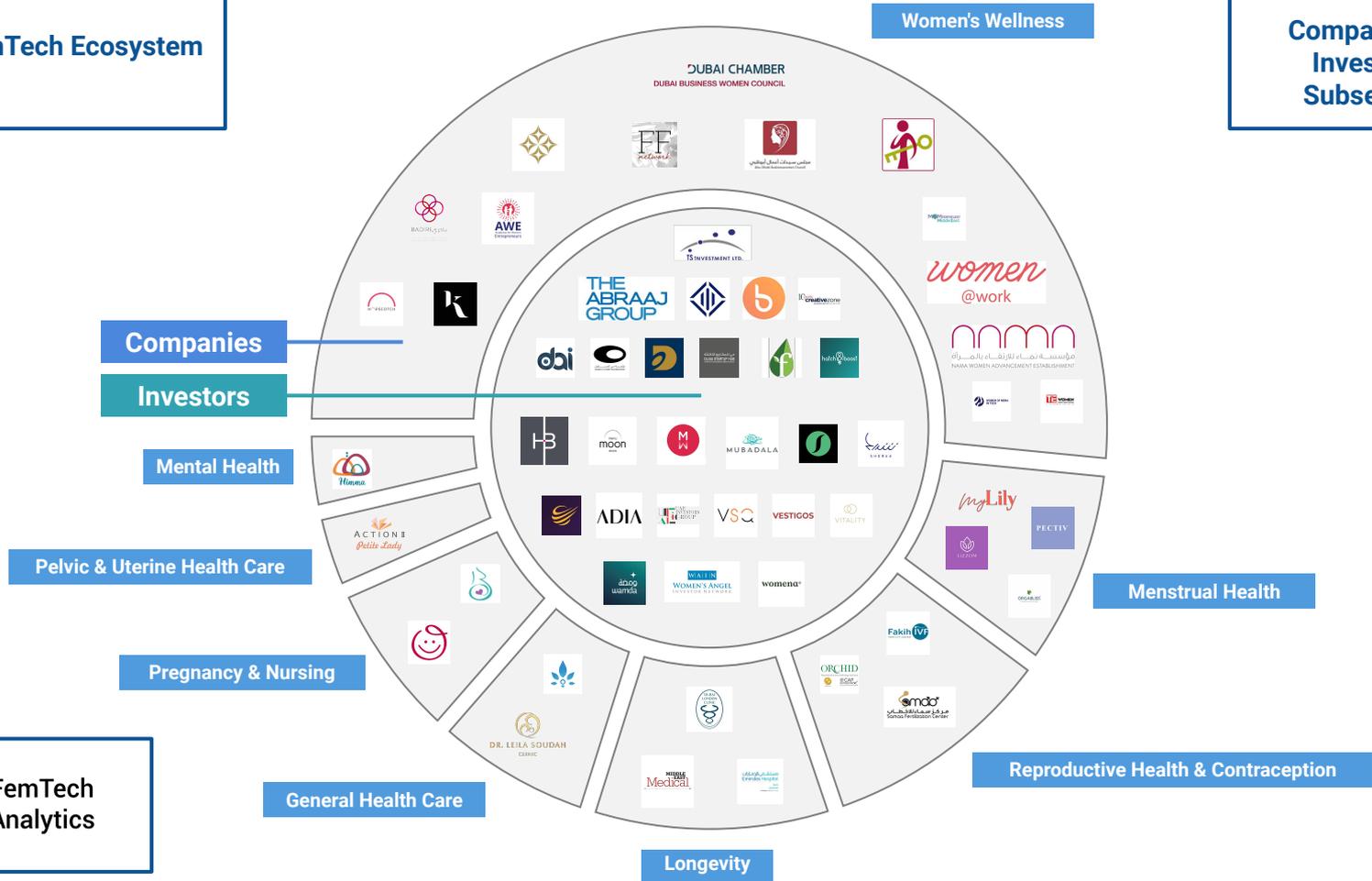
Based on the assembled and analyzed data, the report reveals key features, trends, industry innovations, technologies, and market segmentation, and provides insightful perspective into other relevant areas. The analytics in this report are based on information about 56 organizations contributing to the UAE FemTech market, including 30 companies and 26 from different considered by sectors.

**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 emerging FemTech space in the UAE is 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. The UAE market comprises core and non-core FemTech companies and their solutions for the following segments: menstrual care, fertility (conception and contraception support), pregnancy care, menopause, and geriatric care, and general health and wellness.

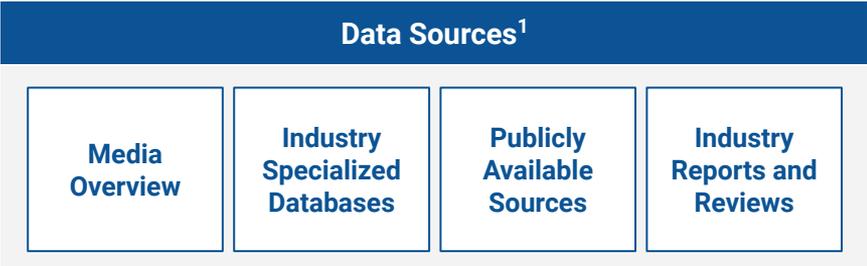
**UAE FemTech Ecosystem  
Q4 2021**

**Companies – 30  
Investors – 26  
Subsectors – 8**



\*Core and non-core FemTech companies with a direct and indirect focus to advance women's health and well-being.

# Report Methodology and Approach



Containing a comprehensive overview of the FemTech Industry, the report relies on various research methods and analytics techniques. Since there is no clear definition of the FemTech market, our assessment is based on certain assumptions. FemTech Analytics is not responsible for the quality of the secondary data presented herein; however, we strive to minimize possible risks by cross-checking data and using different analytics techniques. Please note that we did not deliberately exclude certain companies from our analysis due to the data-filtering method used or difficulties encountered— incomplete or missing information in the available sources has led to exclusion of certain entities.

# FemTech Market Definition

## FemTech Definition

**FemTech (Female Technology)** is technology empowering women's and female health and well-being. This technology is often innovative, it can be embodied in a broad spectrum of products and services, such as diagnostics, apps & software, medical devices, telehealth, wearables, hardware, therapeutic drugs, vitamins & supplements, digital platforms, consumer products, etc.

### FemTech Subsectors

Reproductive Health & Contraception	Pregnancy & Nursing	Longevity
Pelvic & Uterine Health Care	Menstrual Health	Menopause Care
Women's Wellness	Sexual Health	Mental Health
General Health Care		

### Product Types

Diagnostics	Software / App
Services	Drugs, vitamins & supplements
Telehealth	Devices (Wearables, Hardware, etc.)
Digital platform	Consumer Products

# FemTech Market Definition

**FemTech** embraces a broad spectrum of **technologies** dedicated to **women's empowerment, female specific health issues, and well-being**.

By developing technological solutions for **pregnancy, postpartum and nursing, longevity, menstrual health, women's sexual wellness, reproductive system health care, menopause care, female oncology, mental well-being**, FemTech seeks to fulfil the unmet needs of women. FemTech has only been around for some years; however, the challenges it faces have not been resolved for decades.

**Globally, about 50%** of the FemTech market belong to **Pregnancy and Nursing** and **Reproductive Health** sectors; however, it is not only limited to these categories.

Other **important FemTech sectors** include Longevity, Menstrual Health, Menopause Care, Sexual Health, Pelvic and Uterine Health Care, Women's Wellness, and Mental Health.

**Problems are tackled** via platforms (e.g., apps and telehealth), Deep Tech (e.g., AI, ML, and Big Data), and devices (e.g., wearables, sensors, and remote patient monitoring).

## Factors for Development

### Accessibility and Affordability

for women in developing countries and at various income levels.

### B2B partnership

with large public hospitals, companies, public health entities, NGOs.

### Favorable regulation

from governmental institutions through simplified policies and reimbursement.

### Customization,

including customized revenue models based on the application of FemTech solutions.

# Executive Summary

This **Analytical Case Study** was compiled to give a detailed systematic description of the current state and ongoing trends in the FemTech Industry<sup>1</sup> in the UAE, highlighting recent developments of the emerging local market and determining the degree of technology relevance in the present time.

The size of the global FemTech Market **reached \$40.2 billion in 2020** and is **projected to grow to \$79.4 billion by 2025**.

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.

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. The UAE FemTech industry is relatively new and brimming with growth potential.

## Main Features of the Analytical Case Study

The Global Economy of FemTech Industry

Distribution Companies by Region

Distribution Companies by Subsectors

Opportunities and Challenges

Financial Performance

FemTech Personalities

Major Trends and Features

# Women Entrepreneurs in the UAE

## Key Findings

**MENA** demonstrated the highest rates of **women's entrepreneurial intentions worldwide (36.6%)** with one of the smallest regional gender gaps in intentions to start a business.

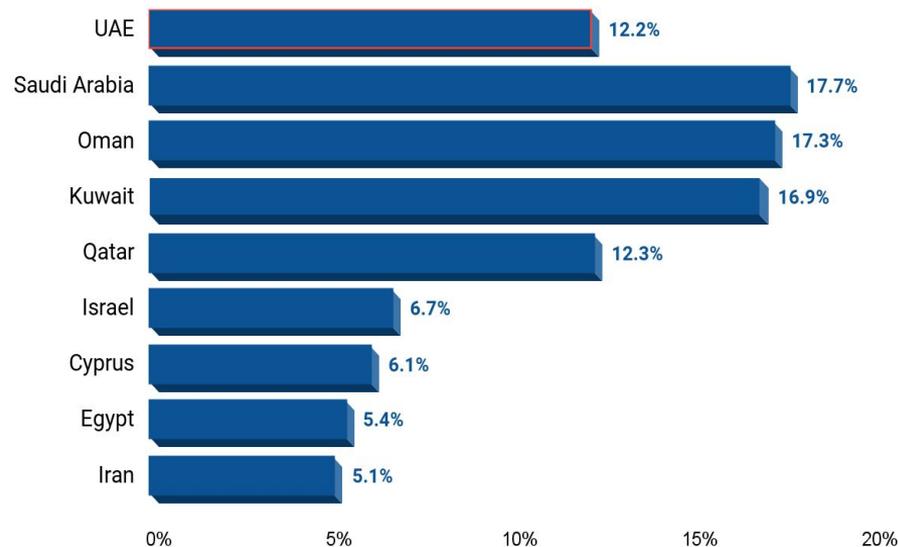
In the UAE, **12.2% of women are early-stage entrepreneurs** compared with 16.8% of men.

**12.6% of businesses in the UAE are owned by women.**

Women who run business companies in the countries of the Middle East are more likely to upgrade their businesses to the international level. **75% of women business owners in the UAE are running companies that are active globally.**

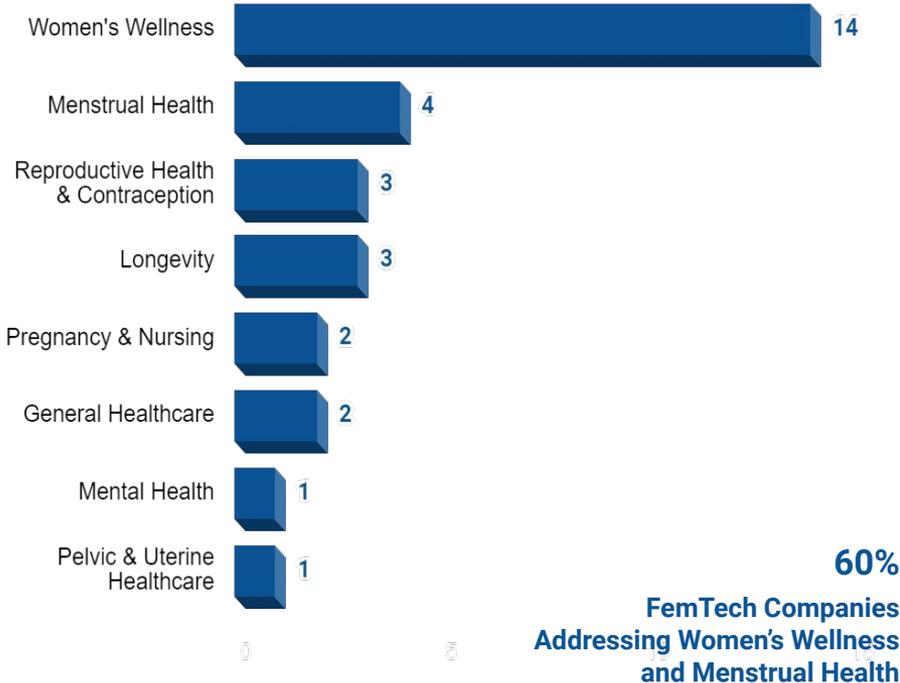
The issue of gender equality, particularly within the UAE cultural context, stands not efficiently resolved. Entrepreneurship plays a significant role in solving this challenge.

## Share of Female Early-Stage Entrepreneurs in MENA in 2021



# Distribution of FemTech Companies by Subsectors

## Number of FemTech Companies by Subsectors in Q4 2021



Approximately 60% of FemTech companies in the UAE are addressing **Women's Wellness** and **Menstrual Health**. 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 were also included in the Women's Wellness category.

Less common subsections of female health that are being addressed by companies in the UAE are **Reproductive Health and Contraception** (3), **Longevity** (3), and **Pregnancy and Nursing** (2).

There is great potential for development in the above-mentioned categories, and even more in **Mental Health**, **Pelvic and Uterine Health Care** therapy, and **General Health Care** like chronic conditions and infectious diseases based on the high demand and limited amount of players.

In contrast to the world structure where **Menstrual Health** accounts for a substantial portion of FemTech companies, in the UAE, it is not saturated. The companies addressing femcare were included in the Menstrual Health.

# FemTech Industry in the UAE: Major Trends and Features

Several female-focused, tech-enabled companies have emerged in the Middle East and North Africa (MENA) region, especially in the UAE; e.g., **Samaa IVF** and **Orchid Fertility** are keen to provide women with products and services related to their health. But while interest has been gathering pace, there is still a **large gap in terms of financing allocation to FemTech start-ups**.

Given the vast majority of investors in the region are men, the lack of understanding of women's health care needs makes them hesitant to invest in female-related products. An additional factor is the majority of FemTech **start-ups in the UAE are founded and headed by women who tend to receive less funding than their male counterparts**.

FemTech start-ups broadly face challenges because of the **stringent regulatory requirements**, given the sensitive nature of the sector. However, personal hygiene is a segment that can circumvent this. Several start-ups have emerged in the country, providing monthly subscription services for sanitary pads and other period-related products, e.g., **Pectiv, MyLily, and Orgabliss**.

One start-up that has gradually been **breaking down the barriers** is the Sharjah-based **Nabta Health**, a platform with a unique model of hybrid health care seamlessly combining digital and traditional health care to improve health outcomes in women living with NCDs. The company is planning to expand to Saudi Arabia and is targeting a Series A round later in 2021 year.

## Key Features of the FemTech Market in the UAE

The UAE can boast a large number of establishments and initiatives empowering women in business, education, and work.

In the UAE, the FemTech sector has great potential but is underdeveloped yet.

The FemTech Longevity subsector is on the early stage of development.

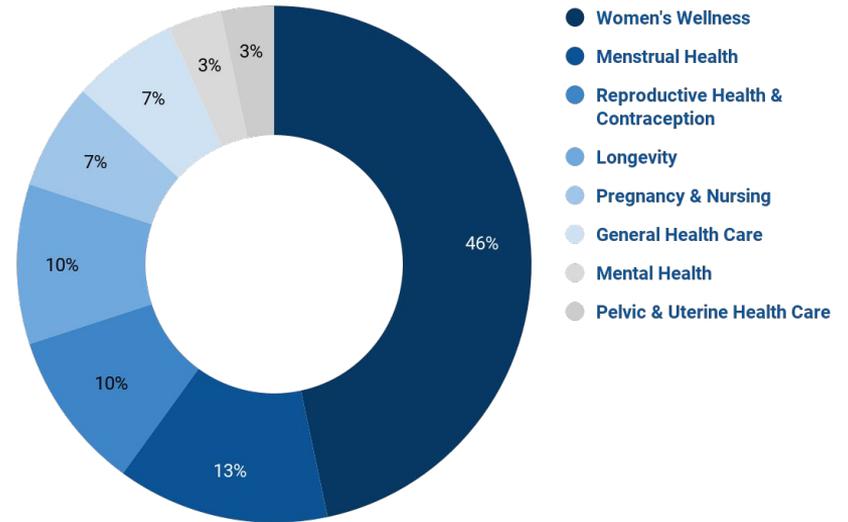
UAE investors are mostly focused on the HealthTech rather than FemTech.

Emerging trends only begin to affect the market (period and sanitary products) while other are still lag behind.

# Investment Opportunities

The **FemTech Industry**, while being relatively new, shows a major **untapped potential** for growth. It allows for enormous possible gains with moderate levels of risk, which is attractive to the investors. Additionally, FemTech provides opportunities for the early investment into the field, giving the investors a chance to get a more significant share for a better return. As for the returns, investing into the sector provides not only monetary but also humanitarian benefits.

Currently the UAE FemTech Industry is mostly represented by **Women's Wellness** and **Menstrual Health** companies (60%), representing the expansion of women's role in the corporate culture in the country. The **Reproductive Health and 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 and Nursing** subsectors come third, with 7% of the total number of companies. The least prevalent subsectors in UAE are **Pelvic and Uterine Health Care** and **Mental Health**, with only 3% of companies involved in them respectively. That said, all of these subsectors show potential for expansion and improvement, which gives space to the potential investors to get involved and commit to funding. As the FemTech Industry keeps growing in UAE, it can be expected that more companies will join the sector in the near future.



# FemTech in the UAE: Opportunities and Challenges

## Opportunities

### The Development of the Global FemTech Market

01

Owing to increasing awareness in terms of personal care, reproductive health, and genital hygiene among women, the global FemTech market is projected to grow at an average CAGR of 13.3% from 2020 to 2025 to reach \$79.4 billion.

### UAE's National Strategy

02

The UAE has a national strategy in place to empower women. Its Gender Balance Council works to develop policies that support women and implements them in the best possible manner. It also works to equalize opportunities between men and women for leadership and decision-making positions.

### Newly Launched FemTech Accelerator

03

In October 2021, Organon and Flat6Labs have launched the FemTech Accelerator Program to support female entrepreneurs and advance women's healthcare. The Femtech accelerator will meet this need and that of greater digital innovation in the healthcare space.

## Challenges

01

### Lack of Investors

There is lack of investors keen on investing in women-focused products and changing women's mindset to prioritize their own health. Women investors are still few, and earliest women angel investors who launched funds to invest in the region are still treated with reluctance by male LPs when raising funds.

02

### Barriers to Expand Globally

Big names in the FemTech market have adopted the strategies such as launching new products and engaging in strategic partnerships and agreements with leading medical institutes and universities associate with clinical developments to offer advance health care solutions for women, which became the largest obstacles for UAE's FemTech companies to expand globally.

03

### The Term FemTech is Not Used

The lack of understanding of women's healthcare for the vast majority of male investors makes the term 'FemTech' not popular in the region.

# FemTech Personalities in the UAE



Waqar Mashal

Entrepreneur and founder, Mashal is the co-founder and COO of **The Tempest**. Her second start-up is **MyLily**.



Sophie Smith

Founder and CEO at **Nabta Health** – personalized health care for women in emerging markets using a new model of hybrid health care.



Lucy Chow

Investor, World Business Angels Investment Forum Senior Senator, Board Director. Director at **Women's Angel Investor Network (WAIN)**.



Heather Henyon

**Venture investor** focused on women-led tech companies in the Middle East, the USA, and Europe with 100 direct and fund investments.



Elissa Freiha

The founder and CEO of female-focused company **Womena** who has invested in more than 35 companies. Freiha is also an executive producer at **Womentum**.



Layaly Haddad

Woman Entrepreneur and FemTech Revolutionist, Co-Founder and CEO at **MyLily**, a FemTech platform.



Chanda Lokendra Kundnaney

Founder of **LIZZOM**, an entrepreneur passionately committed to innovative solutions.



Seema Gupta

Founder and CEO at **Orgabliss**, a revolutionary brand helping women across the globe to choose the best personal hygiene products.

# Key Initiatives in the UAE

There are many organizations in the UAE, launched under support of both **government** and business community, empowering women in work and entrepreneurship, providing health care, grants, networking, financing, sharing knowledge, and leading initiatives.

## Government Support

مؤسسة  
دبي للمرأة  
DUBAI WOMEN  
ESTABLISHMENT



**Dubai Women Establishment**

دائرة الصحة  
DEPARTMENT OF HEALTH



**Abu Dhabi Department of Health**



مجلس سيدات أعمال أبوظبي  
Abu Dhabi Businesswomen Council

**Abu Dhabi Businesswomen Council**

DUBAI CHAMBER  
DUBAI BUSINESS WOMEN COUNCIL

**Dubai Business Women Council**



مؤسسة نماء للارتقاء بالمرأة  
NAMA WOMEN ADVANCEMENT ESTABLISHMENT

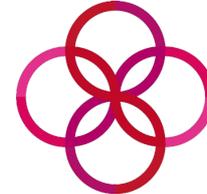
**NAMA Women Advancement Establishment**

NAMA affiliates:



مجلس سيدات  
أعمال الشارقة  
SHARJAH BUSINESS  
WOMEN COUNCIL

إحدم مؤسسات نماء  
A NAMA AFFILIATE



بادري BADIRI

أكاديمية للمعرفة وبناء القدرات  
EDUCATION & DEVELOPMENT ACADEMY



IRTHI  
مجلس الحرف  
المعاصرة  
Contemporary  
Crafts Council

# Key Initiatives in the UAE

There are many organizations in the UAE, launched under support of both **business community** and government, empowering women in work and entrepreneurship, providing health care, grants, networking, financing, sharing knowledge, and leading initiatives.

Business Community			
	Female Fusion Network		MINDSHIFT CAPITAL Mindshift Capital
	Womensa		AccelerateHer AccelerateHer (DIFC)
	Momprenuers Middle East		HB INVESTMENTS HB Investments
	Women@Work		WAIN Women's Angel Investor Network
	TiE Women		10 years creativezone Creative Zone

# FemTech Industry in the UAE: Major Trends and Features

## EDUCATION AND CAREER

The UAE is a powerful center of **educational and professional** organizations and communities for women, accelerating equality and diversity. Dubai and Abu Dhabi are extremely progressive and very forthcoming of women. Female leaders work in the government and as entrepreneurs.

## FERTILITY

Reproductive health and **fertility is one the most important areas within FemTech** and covers solutions that are safer, more personalized, and represent reproductive health and fertility holistically. Treatment ranges from basic care to the most advanced technologies.

## PERSONALIZED HEALTH CARE

Personalized medicine represents an exciting opportunity to improve the future of individualized health care for all women, holding much promise for **specific female-diseases treatment and prevention.**

## MENTAL HEALTH

A rise in the number of companies ensuring **female emotional, psychological, and social well-being** is currently being observed in the UAE and the region. FemTech offers wearables, apps, e-platforms, and programs to support young girls, pregnant and postpartum women.

## LONGEVITY

FemTech Longevity focuses on technologies, services, and research related to **extending women's healthy lifespan.** The number of FemTech Longevity companies in the UAE is quite limited, which makes it a **niche market** with unmet needs of 1+ million women over the age of 35.

## FEMCARE PRODUCTS

FemTech start-ups in the UAE mainly concentrated on the development of period-related products. Pads are mainly provided by subscription-based models. Innovative **sanitary products are manufactured with nanotechnologies.**

## TRACKING APPS

Since Clue, the first ever period and ovulation tracker, became available, there has been a growing demand for various apps dedicated to **tracking menstrual cycles, menopause, and different stages of pregnancy.**

## DESTIGMATIZATION

Thanks to the widespread of communities in the country, issues surrounding female health are becoming **less stigmatized.** Society is now ready to discuss topics related to periods, female sexual health care, and menopause.

# About FemTech Analytics

**FemTech Analytics** is a FemTech-focused analytical subsidiary of [Deep Knowledge Group](#). The range of activities includes research and in-depth analysis on key areas of high potential in the FemTech Industry, ranking of companies and government agencies based on their innovation potential and business activity in the space, and providing consulting and analytical services to advance the FemTech sector. FemTech Analytics regularly creates open-access analytical reports covering the emerging trends in the FemTech market as well as proprietary reports which feature a more in-depth analysis.

## Our Activities

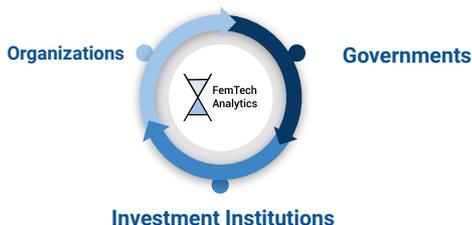
### Analytical Case Studies

Preparing open-access studies focused on the global FemTech Industry landscape for a wide range of customers and highlight the importance of the industry.



### Proprietary Analytics

Delivering proprietary analytical services based on specific customer needs. Strategic partnership with leading organizations, investment institutions, and governments across the globe.



### Virtual Events and Webinars

Organizing virtual conferences featuring FemTech influencers, including founders and CEOs of start-ups and established companies, investors, scientists, and other key players in the Women's Health industry.



# FemTech Analytics Roadmap

2021  
Q2

2021  
Q3

2021  
Q4

2022  
Q1/Q2



FemTech Industry Landscape Overview Q2 2021



700 FemTech Leaders Classification



**Conference -**  
FemTech Industry Landscape 2021: Discovering New Horizons

Investment Digest Q3 2021

FemTech Industry in Switzerland Landscape Overview Q3 2021 - Teaser

FemTech Industry Landscape Overview in the UAE Q3 2021 - Teaser

**Conference -** FemTech Advancing Women's Wellness and Lifespan

FemTech Industry Overview Q4 2021

Investment Digest Q4 2021

FemTech Industry in the UAE Landscape Overview Q4 2021

FemTech Industry in Switzerland Landscape Overview Q4 2021

**Conference -** Raising Capital in FemTech: Opportunities and Challenges

FemTech Industry in the USA Landscape Overview

FemTech Industry in Canada Landscape Overview

AI in FemTech

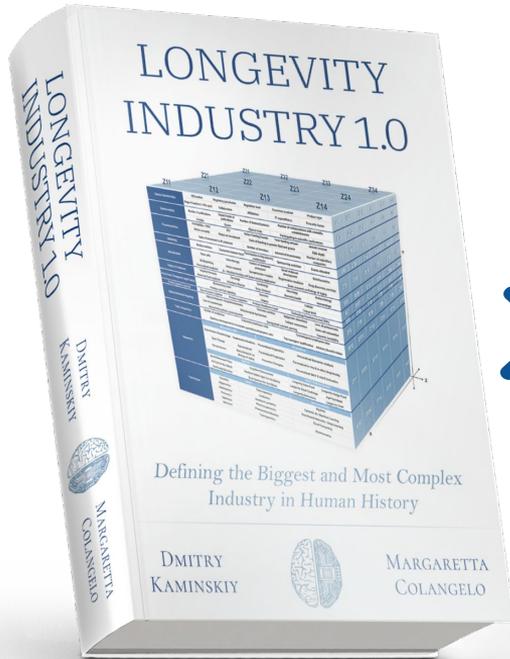
FemTech Industry in the UK Landscape Overview

**Conference -** Key FemTech Obstacles

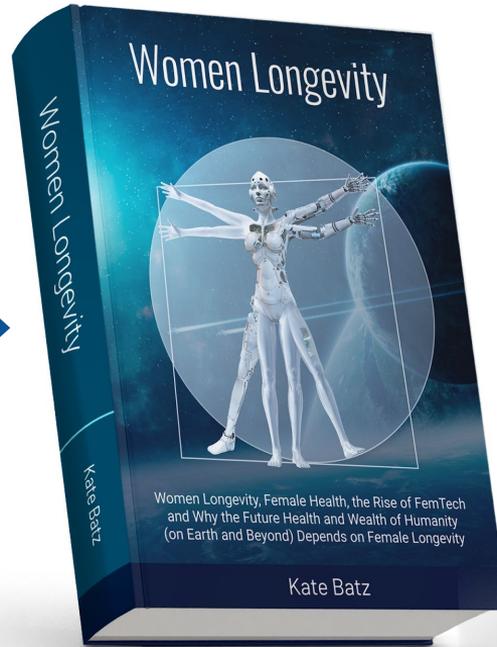
Released

Plans

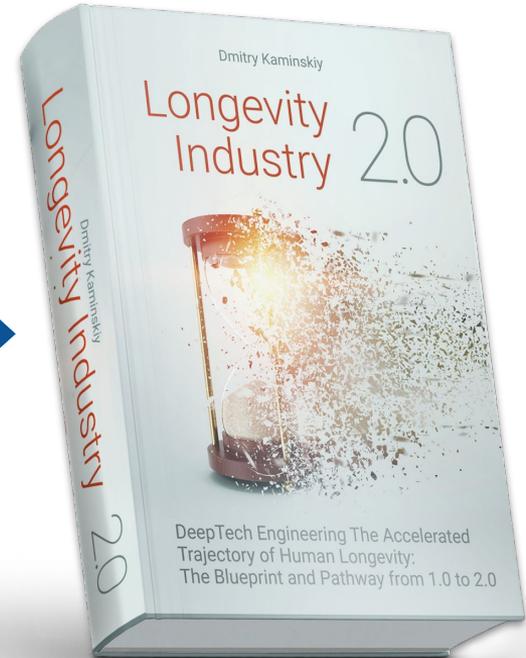
# Longevity Books



**Longevity Industry 1.0**  
Defining the Biggest and Most Complex Industry in Human History



**Women Longevity**  
Women Longevity, Female Health, the Rise of FemTech and Why the Future Health and Wealth of Humanity (on Earth and Beyond) Depends on Female Longevity



**Longevity 2.0**  
DeepTech Engineering The Accelerated Trajectory of Human Longevity: The Blueprint and Pathway from 1.0 to 2.0



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