



FemTech
Analytics

FemTech Industry

Landscape Overview Q4 2021

Teaser

December 2021

www.femtech.health

Introduction

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Introduction

FemTech Industry Landscape Overview Q4 2021 summarizes vital observations in the FemTech ecosystem, a rapidly evolving and growing industry. Based on the assembled and analyzed data, the report reveals vital features, trends, innovations, technologies, market size, among other perspectives. **The analytics in the report are based on information about 2,600+ organizations, including 1,300+ FemTech companies selected by sector, 1,290+ investors, 14 R&D centers, and 22 community organizations.** The report also depicts the top 150 FemTech personalities and their contributions to the development of the industry.

FemTech Analytics views FemTech as software, diagnostics, products and services that use technology to focus on women's health and wellness. FemTech encompasses several subsectors such as Women's Wellness, Menstrual Health, Reproductive Health and Contraception, Longevity, Pregnancy and Nursing, General Health Care, Mental Health, and Pelvic and Uterine Health Care. We acknowledge that scope and priorities may change as the industry grows, especially in an ever-evolving industry like FemTech. We continuously improve the methodology as the industry progresses.

The report includes interviews with FemTech leaders and case studies shared by FemTech companies to showcase the current industry state and highlight key topics such as Menopause Care, AI and ML in FemTech, Postpartum, Longevity, etc. In addition, the report includes an advanced study on Longevity female biomarkers.

Report Contributors

Become a Contributor



FemTech Collective offers products and services that help female focused health technology startups overcome barriers to success. Startups are able to connect with fellow FemTech startups, mentors, investors, and consumers via in person events, online media outlet and dedicated platform for communication.



FemTech Summit offers series of talks and round tables with leaders in the FemTech industry about: The link between gender and effective therapy in medicine, how to bridge the missing data gap, how new and innovative screening and tracking technologies are revolutionizing care, the personalization of contraception and fertility, etc.



Cycle addresses a major issue in female health and well-being by empowering women to create a better lifestyle. Cycle offers education about all aspects of the female body, quality products and open-minded community. All Cycle experts have years of experience in the field of the female body and well-being and are among the top in their field.



LEIA is an individual program, supporting in postpartum journey. A personal health plan consists of information, tips, and advice developed together with a team of experts in breastfeeding, physical and mental recovery, and parenting.



Tech4Eva is a 9-month start-up acceleration program, aiming to help the selected start-up companies refine their business models and go-to-market process strategy, meet investors and potential customers through thematic workshops, roadshows as well as personalized technical and business coaching.



Groupe Mutuel is a Swiss insurance company. It is active in the fields of health, life, heritage, and business. With more than 1.3 million insured, it is one of the leading health insurance companies in Switzerland. Active in occupational pensions and life insurance, it offers the entire range of personal insurance.



breathe ilo

breathe ilo is the first fertility tracker worldwide, which uses CO₂ measurements to identify the fertile days of women. breathe ilo is a small handheld device synced to a smartphone app. Thanks to its innovative technology the time of ovulation can be defined in real time with considerable accuracy using a breath analysis.



The **DeepH** app helps to become more active and live a healthier and happier life, collecting data from person's daily activities. It enables to estimate the overall status of well-being and use it to improve DeepH score.

Report Contributors

Become a Contributor



MyMenopauseRx

MyMenopauseRx is an online doctor's office devoted to evidence-based menopause treatment and education. The company is on a mission to build healthcare bridges for menopause care and midlife wellness.

Mimicking the in-office experience in a virtual format, women enjoy medical and wellness experience they need without the hassle of a trip to the clinic.



Orgasmic Leadership tells the story of what drives, inspires and sustains entrepreneurs in the rapidly growing global women's sexual health and wellness space.



Emerging Technologies Sweden is an accelerator offering business consulting, strategic advice, and working with multi-planetary social and technological impact challenges thanks to our expertise in entrepreneurship, research, and innovation. Besides that, we deliver disruptive technology solutions and accelerated educational expert training.



SG Analytics
excellence. BEYOND

SG Analytics is one of the leading research and analytics firms to offer data-centric research and contextual analytics services.

With a presence in the USA, the UK, Switzerland, and India, SG Analytics has been consistently meeting and exceeding customer expectations through its knowledge-based ecosystem and impact-oriented solutions.



PadCare is an innovative and sustainable menstrual hygiene management system. It is completing the loop of the menstrual hygiene economy by providing solutions across four segments: 1) menstruation awareness, 2) accessibility of period products, 3) safe and hygienic disposal of the same, and 4) the novel technology of recycling plastic-based sanitary pads and converting them into plant pots.



medicus.ai

Medicus is a leading technology company supporting the diagnostic industry with an innovative digital health solution.

Medicus' licensed, integrated, and white-labeled B2B2C platform empowers users to visualize and interpret health data from blood tests and medical reports, helping patients and users better understand and manage their health.

Report Contributors

Become a Contributor



Rachel Braun Scherl (US)

Rachel Braun Scherl is a champion for women's health and a pioneer in the space where she has passionately focused on driving the conversation in and the growth of women's sexual and reproductive health companies.



Megan Capriccio (Australia)

As an entrepreneur, product manager, and business strategist, Megan has dedicated her career to ensuring that women have more control over their realities: Health, education, and career.



Barbra Hanna (US)

Barbra is founder and CEO of MyMenopauseRx A modern woman with modern ideas, Dr. Hanna embraced technology and telemedicine to break down barriers in women's healthcare.



Nadine Nehme (UAE)

Nadine Nehme is Co-Founder & Chief Science Officer at Medicus AI. She has a wide experience in medical research. Her interest ranges from developing diagnosis to research and healthcare/medical counseling in the Arab region.



Veronica Chiaravalli (Sweden)

Veronica Chiaravalli is a founder and CEO at Emerging Technologies Sweden. Strategic advisor and mentor to startups and organizations on strategy, exponential organizations and technologies, leadership, etc.



Dr Siddhartha Dutta (India)

Dr Siddhartha Dutta is a Practice Head at SG Analytics Inc. He has been working in this industry for the last 22 years and has previously worked in a US-based hospital and Indian hospitals besides consulting firms.

Report Contributors

Become a Contributor



Oriana Kraft (Switzerland)

Producer and Host at FemTech Summit , ETH Zurich, Program Associate at Women At The Table, medicine student at ETH Zurich, aspiring medtech founder, Fellow at Sigma Squared Society.



Ksenia Tugay (Switzerland)

Ksenia Tugay is a Strategic Innovation Expert at Groupe Mutuel, leading Swiss Health Insurance. Ksenia is responsible for identifying start-ups, trends and best practices of strategic interest to Groupe Mutuel.



Joanna Krahe (Germany)

Joanna is FemTech researcher with Masters degree background in philosophy, politics and economics. Taking advantage of a multi-disciplinary approach and using a local German and international network base.



Lisa Krapinger (Austria)

Lisa is Chief Marketing Officer of Carbomed Medical Solutions and a real FemTech enthusiast. Her main driver to go to Carbomed was that Lisa wanted to do Marketing for a product that clearly helps people.



Kanchi Baldwa (India)

Kanchi Baldwa is Marketing Lead at PadCare Labs. As a poet, former science student, an adherent of Patti Smith,, she has rigorously honed her social, professional, and research skills to contribute to the world with her creative pursuit.



Olga Pavuka (Latvia)

Olga Pavuka is Founder & CEO at DeepH. The DeepH App was born to support people on the path to optimal health, lasting happiness and profound healing.

Report Methodology and Approach

Database

1,300+
Companies

1,290+
Investors

22
Community Organizations

14
R&D Centers

Data Sources*

**Media
Overview**

**Industry
Specialized
Databases**

**Publicly
Available
Sources**

**Industry
Reports and
Reviews**

Applied Research and Analytics Methods

**Descriptive
Analysis**

**Mixed Data
Research**

**SWOT
Analysis**

**Comparative
Analysis**

**Qualitative Data
Collection**

**Data
Filtering**

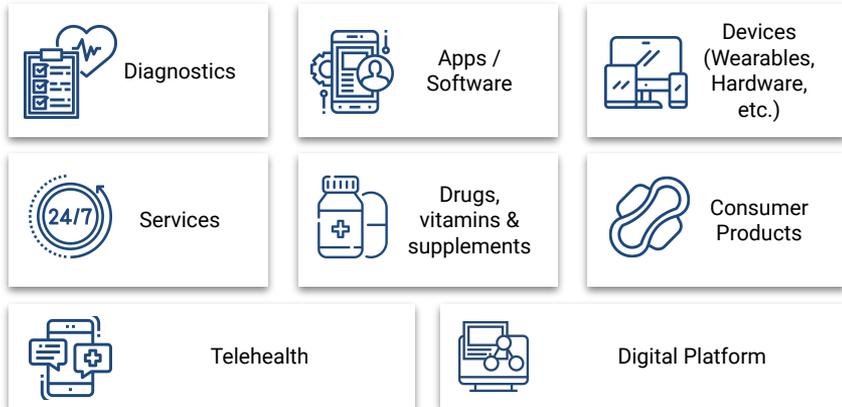
Containing a comprehensive overview of the FemTech Industry, the report relies on various research methods and analytics techniques. Although there are varying views on the definition of FemTech, our definition on p. 8 is based on industry research, ecosystem feedback, and expert advice. This definition guides the research of this report. FemTech Analytics is not responsible for the quality of the secondary data presented herein; however, we do our best 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. In fact, the main reason for their non inclusion was incomplete or missing information in the available sources.

FemTech Market Definition

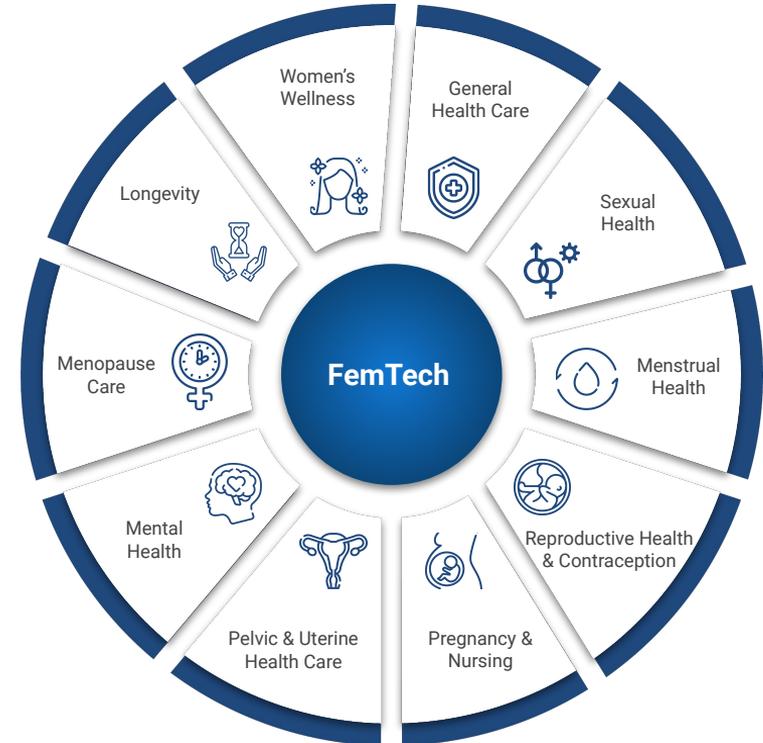
FemTech Definition

FemTech (Female Technology) is technology empowering women's health and well-being. This term is often applied to products, services, applications and software, medical devices, telehealth, wearables, hardware, therapeutic drugs, vitamins and supplements, digital platforms, and consumer products designed to improve or support women's health, including but not limited to those who identify as cisgender women and gender or sexual minority women.

Product Types



Subsectors*



Executive Summary

The FemTech market has developed into a robust ecosystem. Startups and tech companies are creating products to address women's health care needs. The World Population report revealed an estimated 49.6%¹ of the world's population.

With women's health becoming increasingly popular in the healthcare industry, market prospects for FemTech solutions are tremendous.

The past few years witnessed a steep rise in FemTech solutions due to the adoption of new technologies, new business models, and new avenues, thereby transforming the way women access healthcare.

FemTech market size accounted for \$40.2 billion in 2020 and is projected to grow an average CAGR of 13.3% from 2020 to 2025 to reach \$75.1 billion².

Globally, about 37% of the FemTech market belong to Pregnancy & Nursing and Reproductive Health & Contraception subsectors; however, it is not only limited to these categories. Other important FemTech subsectors include Women's Wellness, Menstrual Health, Longevity, General Health Care, Mental Health, and Pelvic and Uterine Health Care.

Lack of investments remains the key barrier for FemTech development along with insufficient R&D funding and lack of public support. The negative impact of economic slowdown on FemTech along with taxation risks weakens gradually.

Key Figures and Facts

85%

of FemTech companies generate less than \$10M revenue

51%

of FemTech companies are located in the US

21%

of FemTech companies addressing Pregnancy & Nursing

19%

of FemTech companies work in a Consumer Products segment

68%

of total market capitalization is represented by Pregnancy & Nursing

4%

of tech investment in life science target FemTech³.

Global FemTech Ecosystem Q4 2021

Pregnancy & Nursing

General Health Care

Companies – 1300+
Investors – 1290+
Community Organizations – 22
R&D Centers – 14

Mental Health

Longevity

Menopause Care

Women's Wellness

Sexual Health

Menstrual Health

Pelvic & Uterine Health Care

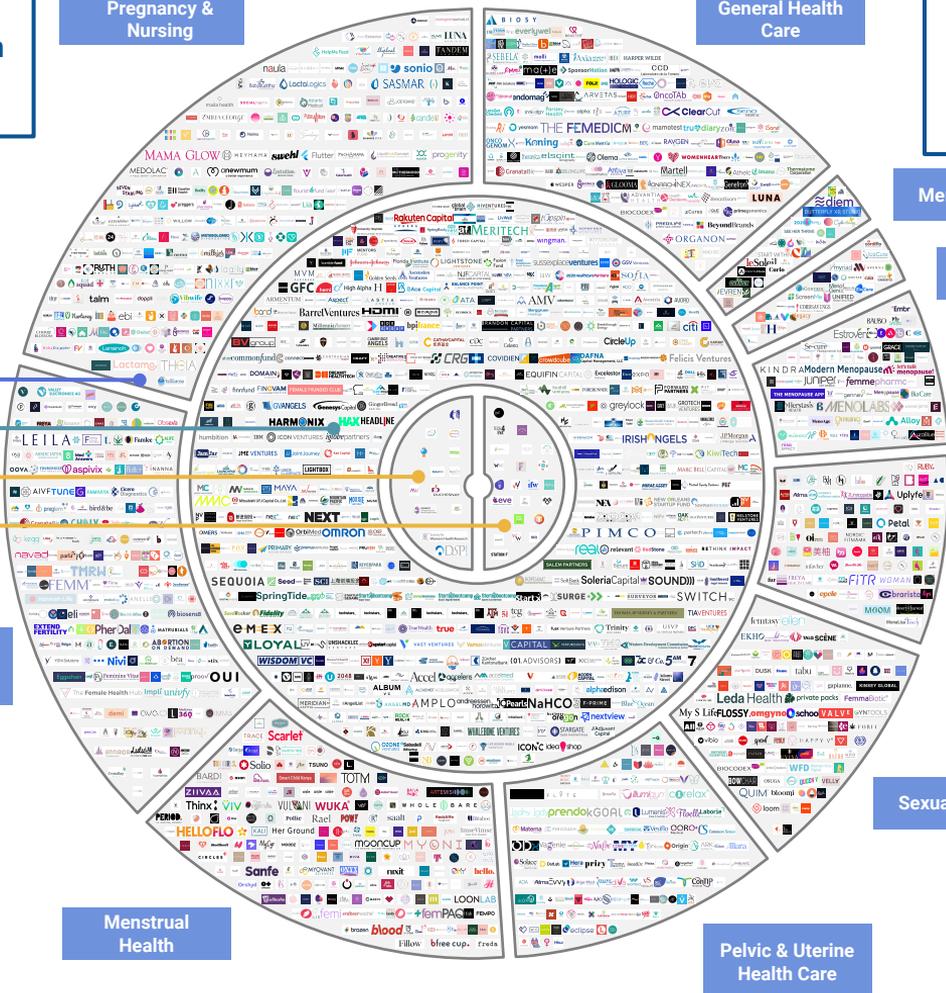
Companies

Investors

R&D Centers

Community Organizations

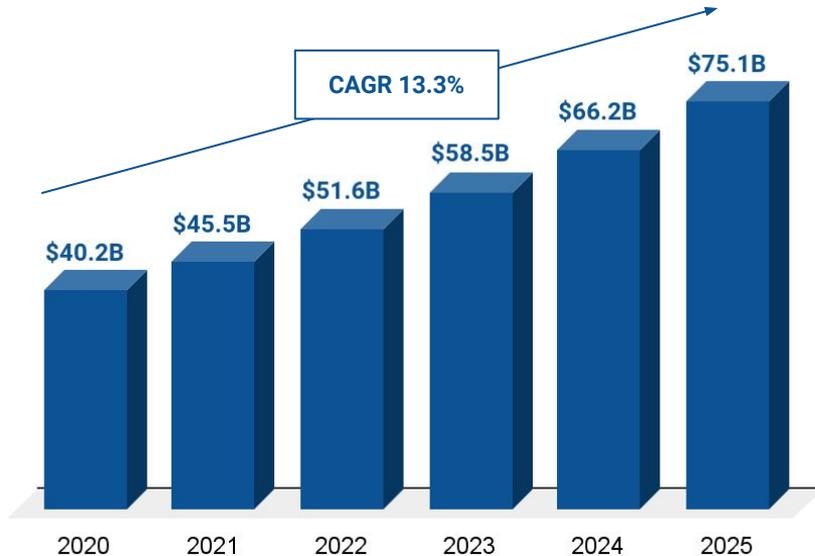
Reproductive Health & Contraception



FemTech Analytics

The Global FemTech Economy

FemTech Market Size¹, 2020-2025



5.5% global GDP growth in 2021²

49.5% female share in world's population³

75 years is female life expectancy at birth³

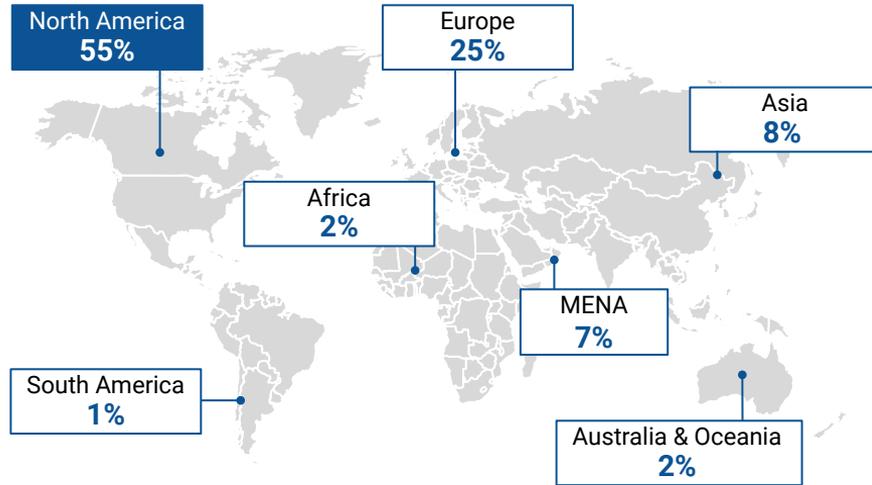
The global **FemTech Market Size** accounted for **\$40.2 billion in 2020** and is projected to grow at an average CAGR of 13.3% from 2020 till 2025 to reach **\$75.1 billion**. Despite increasing interest in recent years, the industry remains underestimated and has high growth potential.

Market drivers:

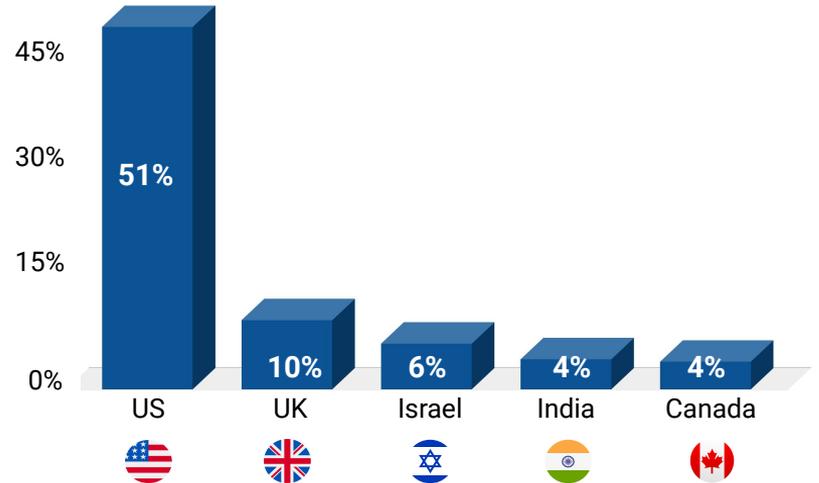
- Growing interest of VCs and Angel investors;
- Inclusive solutions for women's health and well-being;
- Increasing demand for reproductive health;
- Overall increasing demand for digital health solutions;
- Normalizing the conversation around taboo topics in women's health;
- Promoting women's sense of self-worth;
- Product innovations and partnerships to widen offerings.

FemTech Companies: Regional Distribution

Distribution of FemTech Companies by Region, 2021



Top 5 Countries by the Number of FemTech Companies, 2021

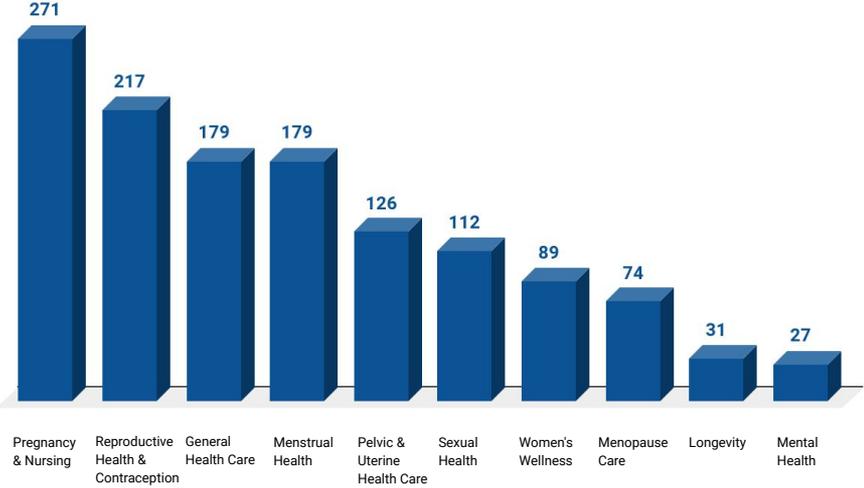


North America is the **undisputed leader**. Accounting for **nearly 55% of the total number** of FemTech companies, it beats other regions by a wide margin. **Europe** is the second, at **25%**, followed by **Asia with 8%** and **MENA with 7%**.

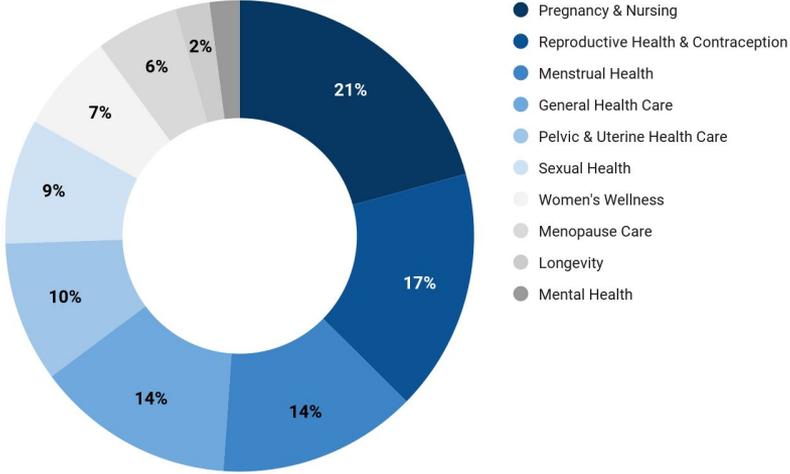
The US and **the UK** are the two countries with the highest number of FemTech companies.

FemTech Companies by Subsector

Number of FemTech Companies by Subsector, 2021



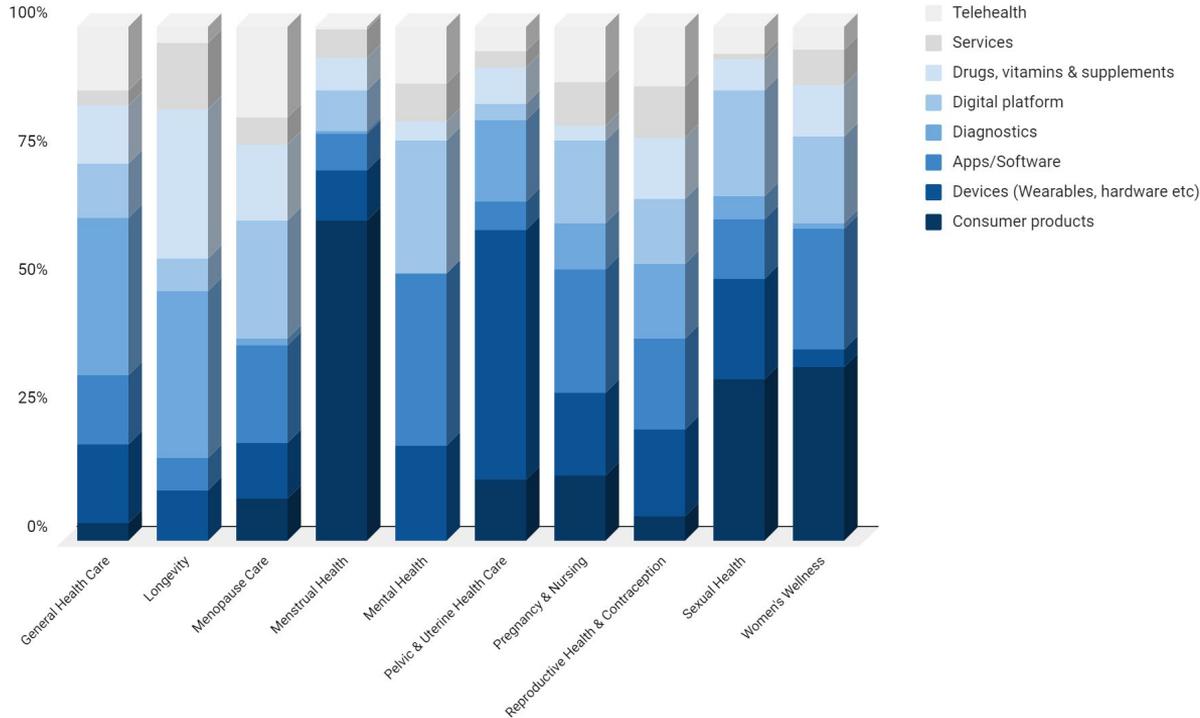
Share of FemTech Companies by Subsector, 2021



Accounting for 21% of the total market, Pregnancy and Nursing (e.g., [Baymatob](#) and [Expectful](#)) is the largest subsector of the FemTech Industry by the number of companies. It is followed by the Reproductive Health and Contraception subsector (e.g., [Carrot](#) and [Phexxi](#)), which accounts for 17%, and Menstrual Health (e.g., [Gals Bio](#) and [March Health](#)) together with General Health Care (e.g., [Syantra](#) and [Tia](#)), both occupying the third place and 14% each. Together, these top subsectors comprise 65% of the entire FemTech market.

FemTech Subsectors and Product Types

Subsectors & Product Types by the Number of Companies, 2021

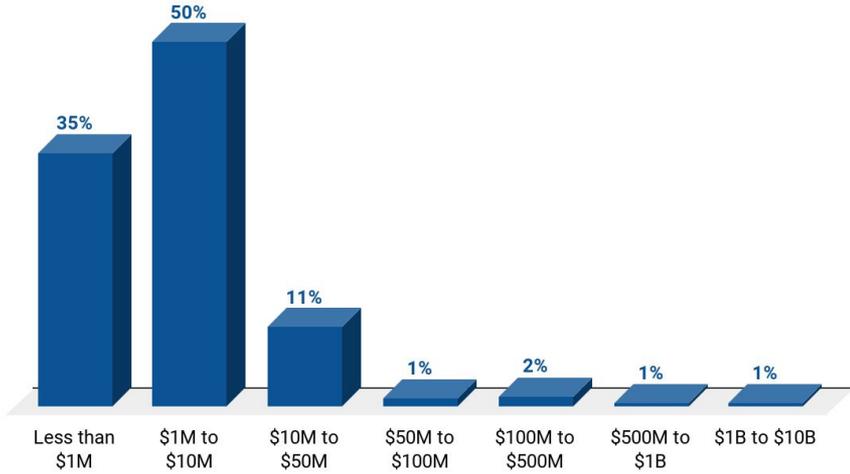


The sector breakdown shows that the Consumer Products segment leads only to Menstrual Health, Sexual Health, and Women's Wellness.

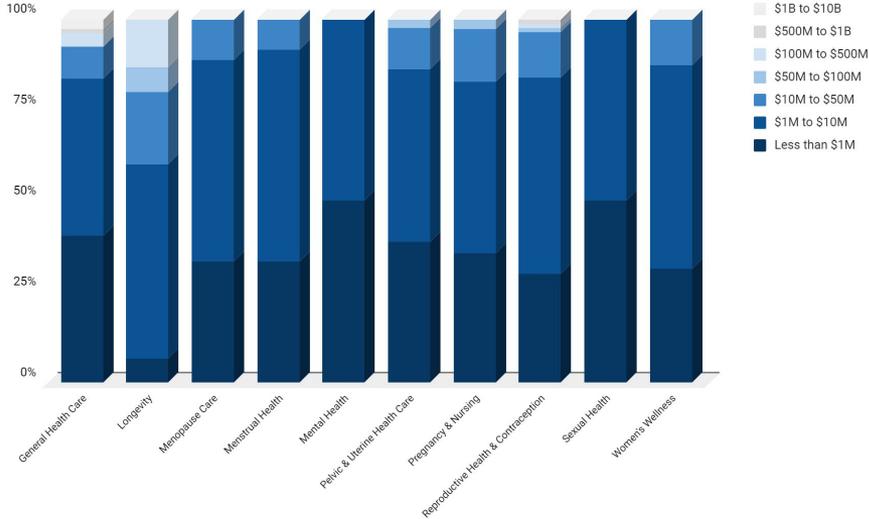
In the General Health Care subsector, 31% of companies address diagnostic solutions. Mental Health is dominated by Apps and Software (33%).

Revenue Breakdown by Subsectors

Breakdown of FemTech Companies by Estimated Revenue, 2021



FemTech Subsectors by Estimated Revenue, 2021

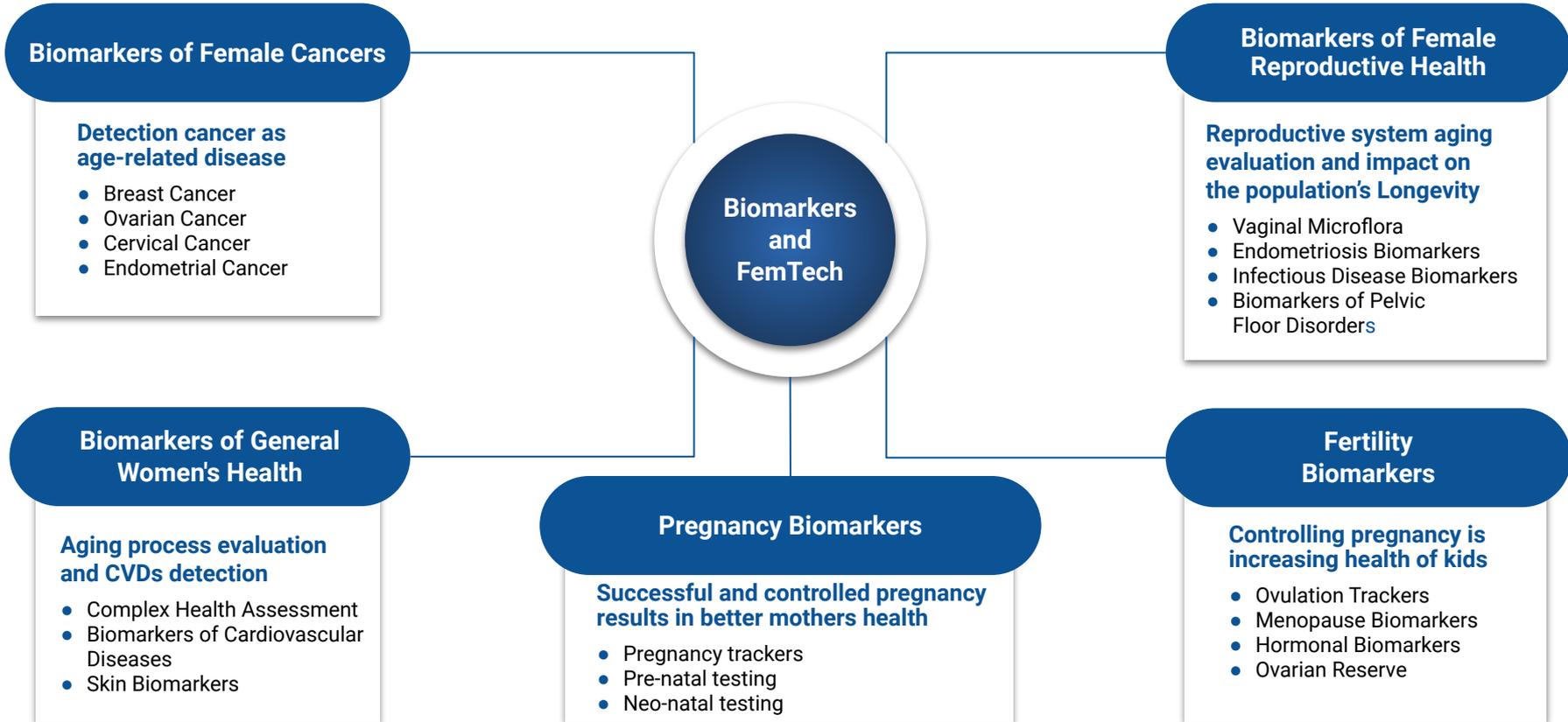


The FemTech industry is a diverse and rapidly growing market that includes early-stage startups, middle-market companies to publicly traded companies. However, **85% of all FemTech companies generate less than \$10 million annual revenue** each.

Top 20 Publicly Traded Companies by Capitalization in 2021

1	<u>Pulsenmore</u>	\$47.3B	11	<u>Aspira Women's Health</u>	\$219.8M
2	<u>Natera</u>	\$8.8B	12	<u>TherapeuticsMD</u>	\$187.5M
3	<u>Progyny</u>	\$4.6B	13	<u>ObsEva</u>	\$172.3M
4	<u>Invitae</u>	\$3.8B	14	<u>Daré Bioscience</u>	\$162.6M
5	<u>Myriad Genetics</u>	\$2.1B	15	<u>Minerva Surgical</u>	\$161.1M
6	<u>Myovant Sciences</u>	\$1.5B	16	<u>IceCure Medical</u>	\$155.8M
7	<u>Mithra Pharmaceuticals SA</u>	\$900.9M	17	<u>BARD1 Life Sciences</u>	\$95.2M
8	<u>Owlet</u>	\$454.8M	18	<u>Agile Therapeutics</u>	\$85.7M
9	<u>Progenity</u>	\$447.0M	19	<u>Evofem Biosciences</u>	\$66.9M
10	<u>Sera Prognostics</u>	\$307.2M	20	<u>Context Therapeutics</u>	\$60.5M

Biomarkers and FemTech



Longevity in FemTech

Being an essential part of the FemTech Industry, FemTech Longevity focuses on technologies, services, and research related to extending women's healthy lifespan. FemTech Longevity companies are engaged in research, treatment, and diagnosis of age-related diseases and research in the field of regenerative medicine. Menopause Care and Mental Health Solutions are also contributing significantly to improving women's Longevity.

By focusing exclusively on female health, a tech sector will inevitably acquire special significance for areas inextricably linked to the aging process (e.g., effects of menopause and lifestyle biomarkers). Hence, FemTech has formed a synergetic connection with the Longevity Industry. The FemTech Longevity sector was popularized after creating the Centre for Female Reproductive Longevity and Equality at the Buck Institute for Research on Aging – a center for FemTech in all but name.

In the years 2015-2020, women's life expectancy averaged 83.4 years.¹

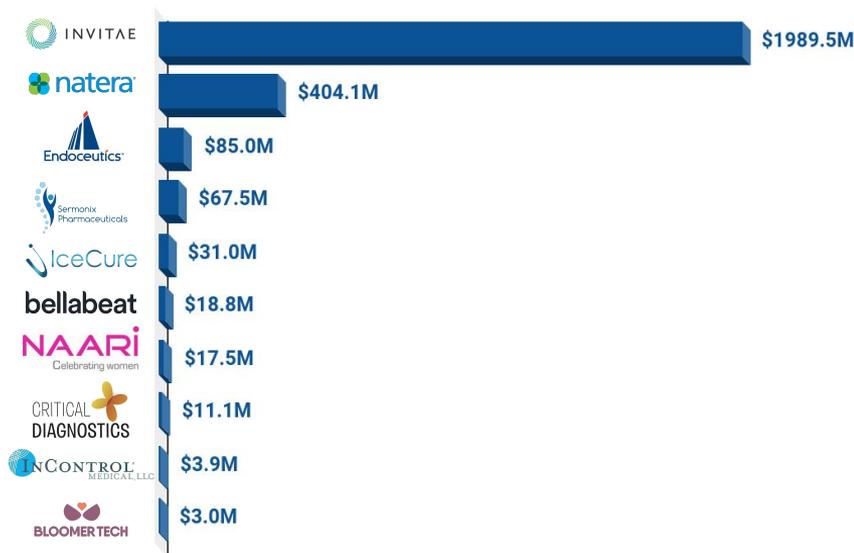
Globally women on average live longer than men.

Men's life expectancy is almost 7% (or about 8 years) less than women's.¹

The difference in life expectancy between women and men may seem to be explained only by biological reasons. However, women face a lot more difficulties on their way to Longevity. The high mortality rate among mothers is reason enough for men to be seriously concerned. Women's health is also strongly affected by social background (employment, income level, family responsibilities) and environmental conditions.

Longevity in FemTech: Companies Funding

Top 10 Companies by Total Funding Amount, 2021



Top 3 Companies by Total Funding Amount in 2021



Invitae Corporation

Invitae is a **genetic information company** with the headquarter in San Francisco Bay Area that is aimed to **incorporate genetic information into everyday medical practice** to boost the quality of healthcare for billions of people.



Natera Inc.

Natera is a company with the headquarter in San Francisco Bay Area that specializes in **cell-free DNA testing oriented on women's health, oncology, and organ health**. Their main idea is to change the management of disease worldwide.



Endoceutics, Inc.

Endoceutics is a **private pharmaceutical company** having the headquarter in Quebec, Canada and **operating in the area of women's health and hormone-sensitive cancer prevention and treatment**.

Funding of companies in the FemTech Longevity subsector totaled **over \$2.6 billion** in 2021, with **81% falling to the top 10 market players**.

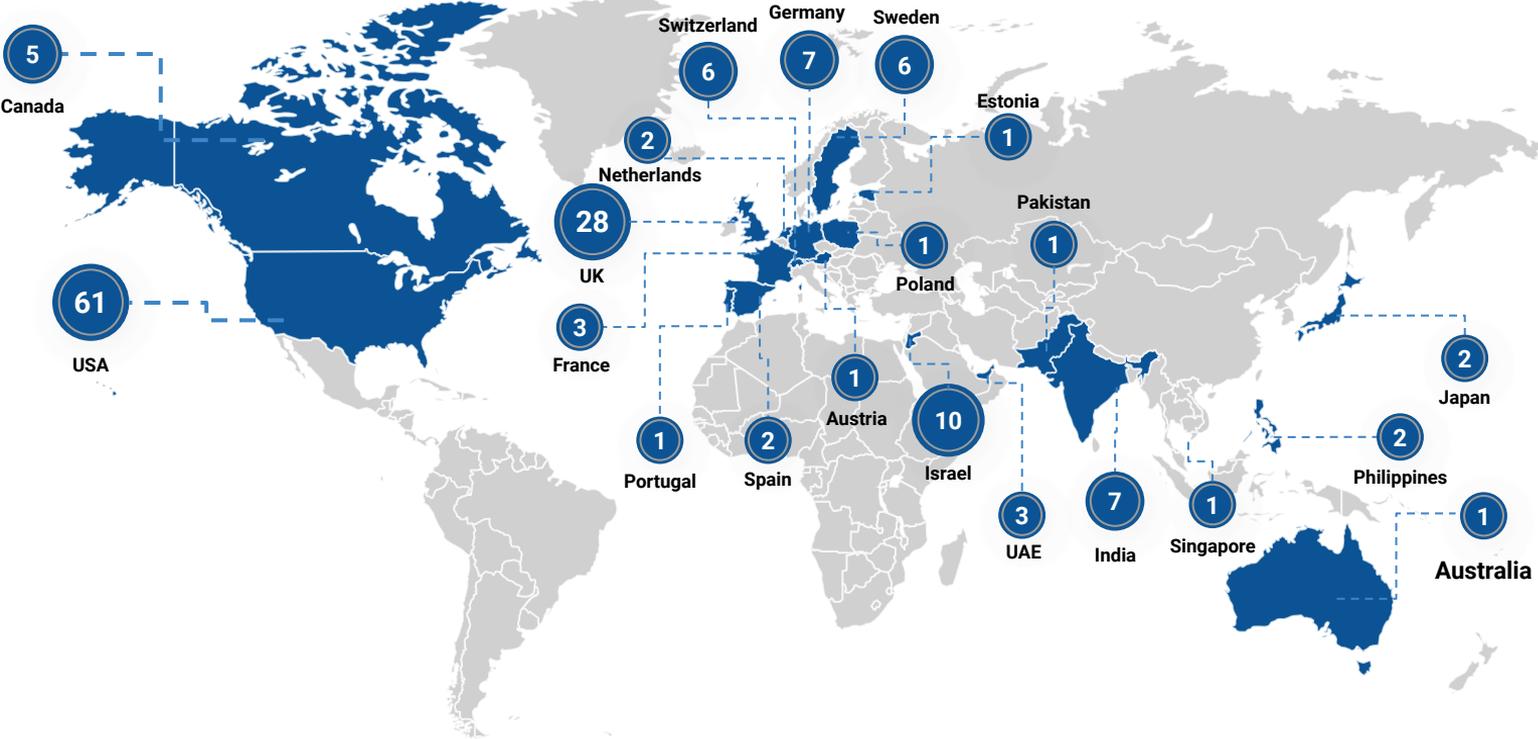
Top 150 FemTech Leaders by Subsector

Women's Wellness	6
Pelvic and Uterine Health Care	6
Mental Health	6
Menopause Care	6
Longevity	6
Business Support Services	6
Sexual Health	12



24	General Health Care
19	Reproductive Health and Contraception
18	Investors and Accelerators
18	Menstrual Health
13	Community Organization
12	Pregnancy and Nursing

Top 150 FemTech Leaders by Country



About FemTech Analytics

A subsidiary of [Deep Knowledge Group](#), [FemTech Analytics \(FTA\)](#) is a strategic analytics agency focused on the emerging FemTech sector. It provides insights into key subsectors 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 offers a range of services including research and in-depth analysis on the FemTech industry; profiling of companies and government agencies according to their innovation potential and business activity; and consulting and analytical services to advance the FemTech sector as a whole.

Our Activities

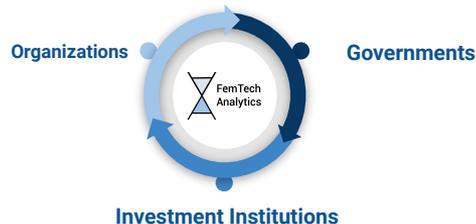
Analytical Case Studies

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



Proprietary Analytics

Delivering proprietary analytical services in accordance with customers' particular needs. Strategic partnership with leading organizations, investment institutions, and governments across the globe.

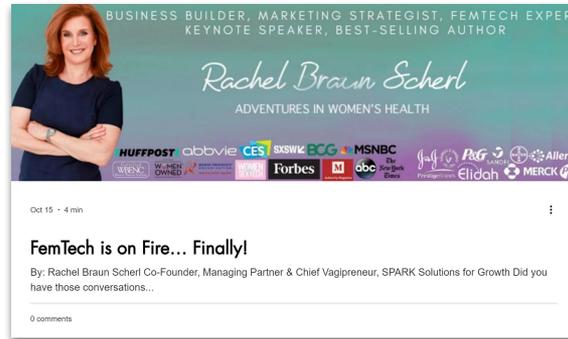
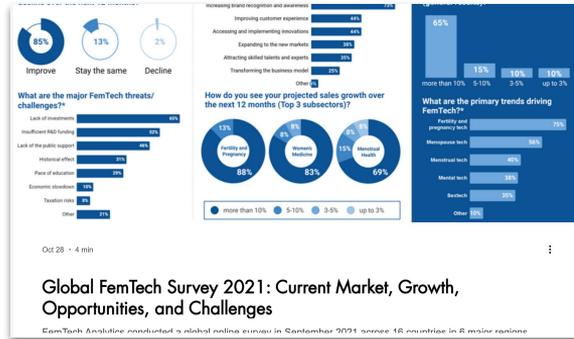


Interactive IT-Platforms

Providing a framework for a better understanding of FemTech including personalities, companies, investors, R&D centers, and connections between market players.



FemTech Blog



Global FemTech Survey 2021:

Results of the Global FemTech Survey conducted by FemTech Analytics in September 2021 across 16 countries.

FemTech is on Fire... Finally!

By: Rachel Braun Scherl
Co-Founder, Managing Partner & Chief Vagipreneur, SPARK Solutions for Growth

Why Self-Care is not Selfish: Advice for Women

By: Olga Pavuka
Founder & CEO of DeepH Health&Happiness App

- Our [FemTech Blog](#) shares useful information, articles, case studies and success stories in the FemTech Industry
- Its objective is to increase awareness about FemTech, share industry insights and build a community
- Through integrated social media sharing, we aim to improve engagement rates on our social media channels

Events by FemTech Analytics



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

Virtual Conference

18 November

5 PM BST - 8 PM BST

Raising Capital in FemTech: Opportunities and Challenges

A virtual interactive event combining speakers talks and roundtable discussions on raising capital. The lack of investments is a key challenge for FemTech companies. Investors and FemTech founders will share their insights, best practices, and provide answers to all your questions about raising capital in the space.



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

Virtual Conference

30 September 2021 | 5 PM - 8 PM BST

FemTech Advancing Women's Wellness and Lifespan

A virtual 1-day conference featuring FemTech influencers, including founders and CEOs of startups and established companies, investors, scientists and other key players in the Women's Health industry. The event focuses on the impact of technologies on women's health and lifespan and how FemTech contributes to women's Longevity in general.



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

Conference

29 July 2021 | 5 PM - 8 PM BST

FemTech Industry Landscape 2021: Discovering New Horizons

The virtual conference where professionals from FemTech Analytics and guest speakers including Founders & CEO of FemTech companies and start-ups, Healthcare Innovators, Investors and Hubs, Women Influencers and Enthusiasts share insights, findings and personal experiences about new opportunities and cutting-edge technologies in the fast developing FemTech market.



**FemTech
Analytics**

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Website: www.FemTech.health

FemTech Analytics (FTA) Disclaimer:

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