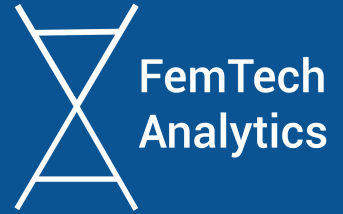


FemTech Industry 2024/Q4

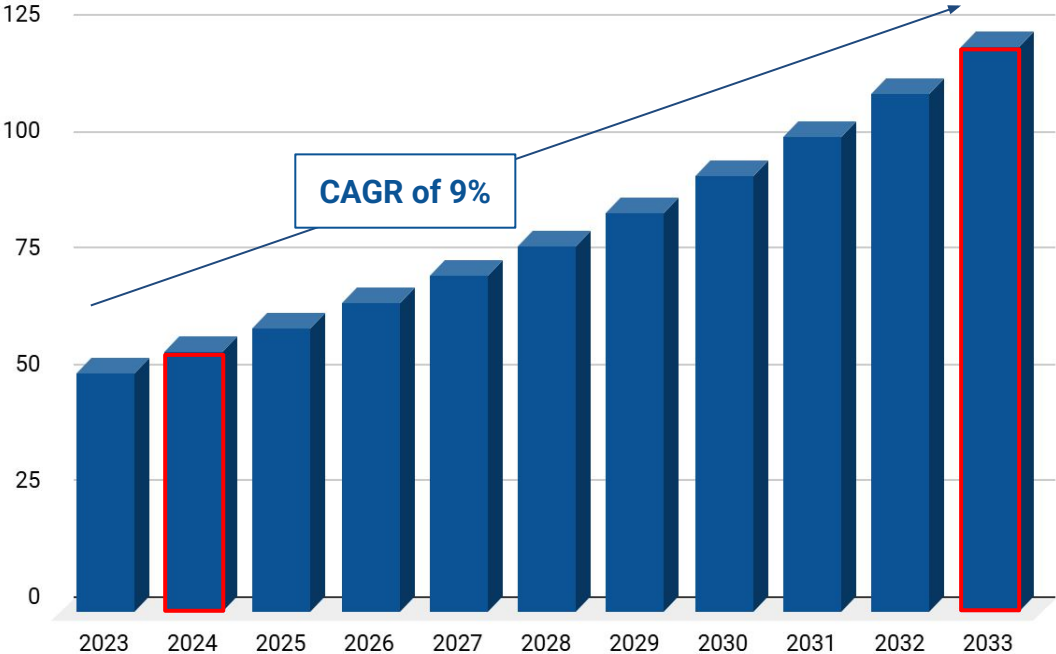
Landscape Overview



FemTech Industry Overview

Q4 2024

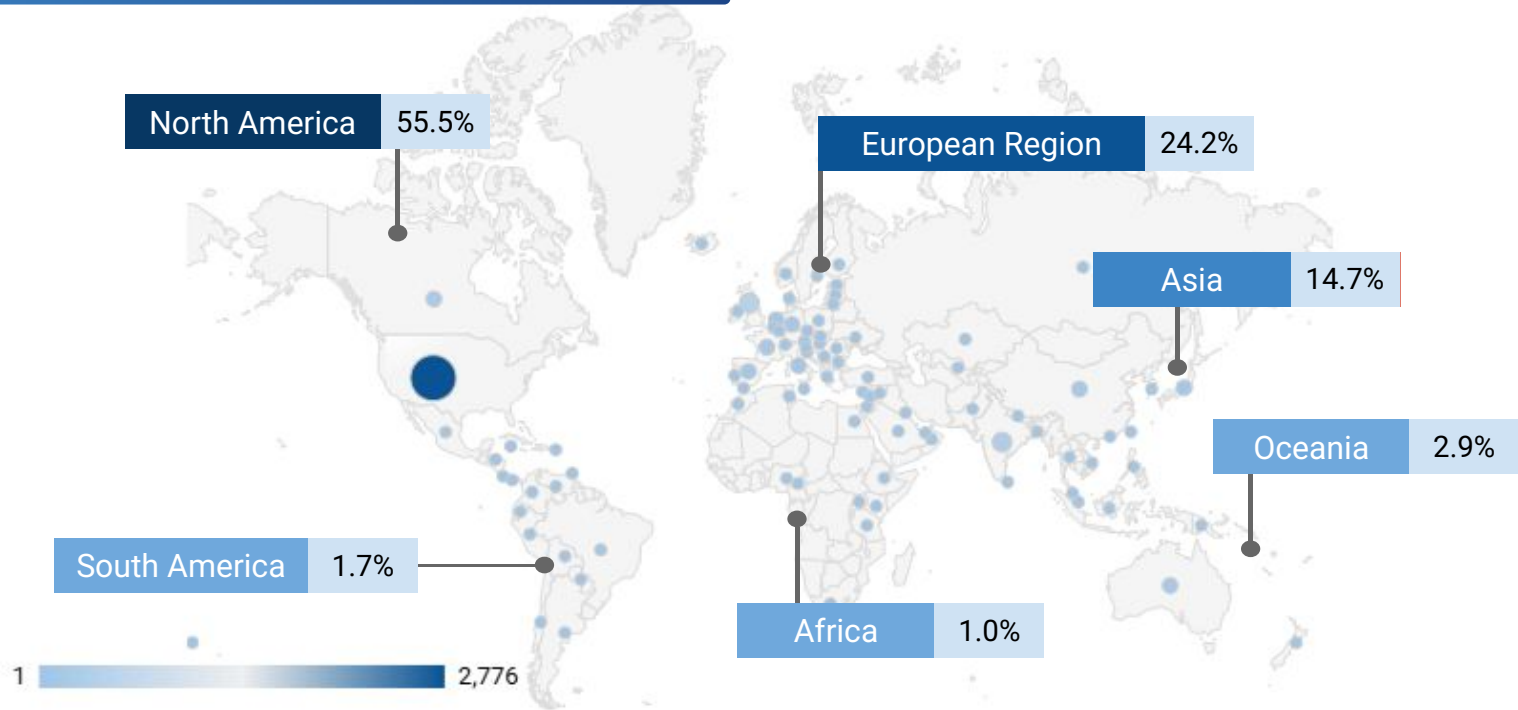
FemTech Market Size



Valued at **\$51.25 billion in 2023**, the global FemTech market is projected to grow to **\$55.86 billion in 2024** and reach approximately **\$121.33 billion by 2033**, expanding at a **CAGR of 9%** from 2024 to 2033. This steady growth highlights the increasing demand for innovative solutions in women’s health.

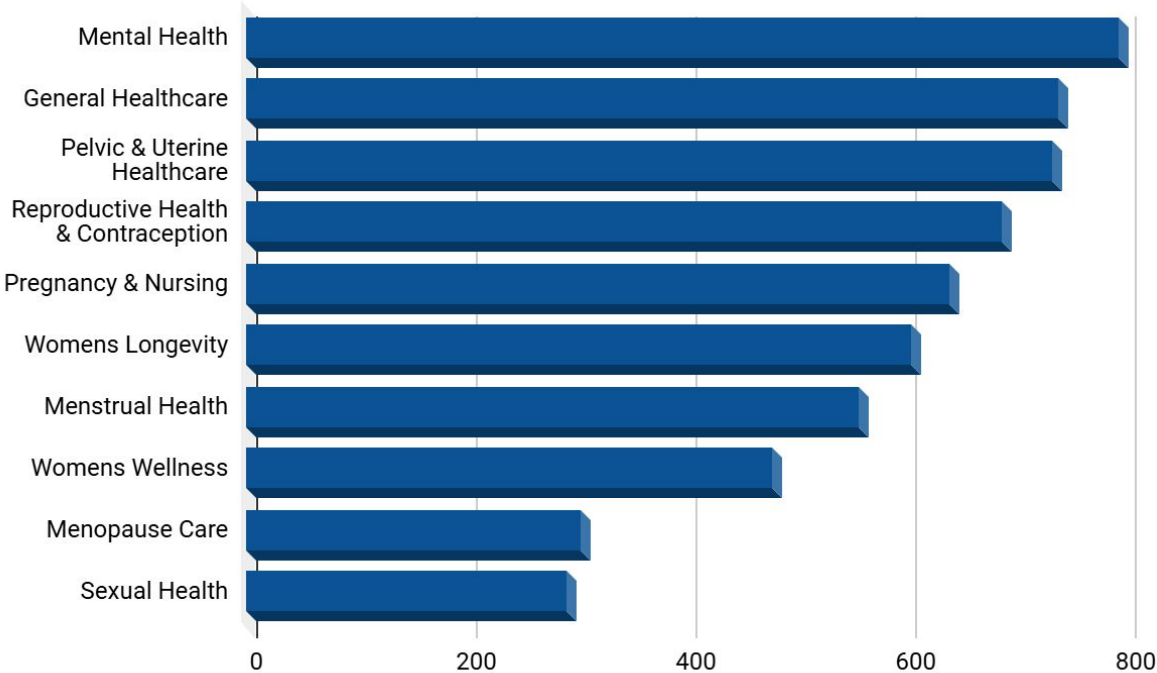
The rise of FemTech is driven by a shift in societal norms and greater awareness around women’s healthcare needs. Topics once considered taboo, such as menstrual health, menopause, and fertility, are now openly discussed, paving the way for technological advancements and market growth.

FemTech Companies: Regional Distribution



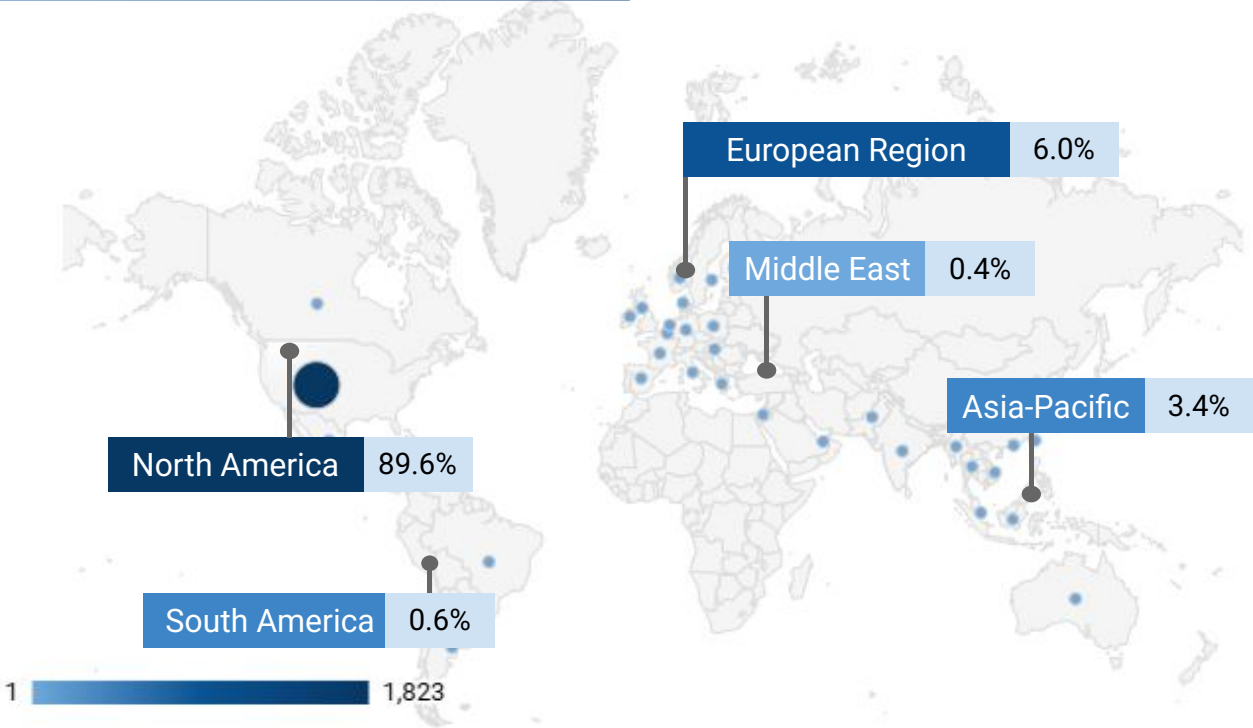
FemTech companies are largely concentrated in **North America (55.5%)**, with the **United States** and **Canada** leading the way. **Europe follows at 24.2%**, driven by countries like the **UK**, **Germany**, and **France**. **Asia** contributes 14.7%, with **China**, **India**, and **Japan** emerging as key players.

FemTech Companies by Sectors Overview



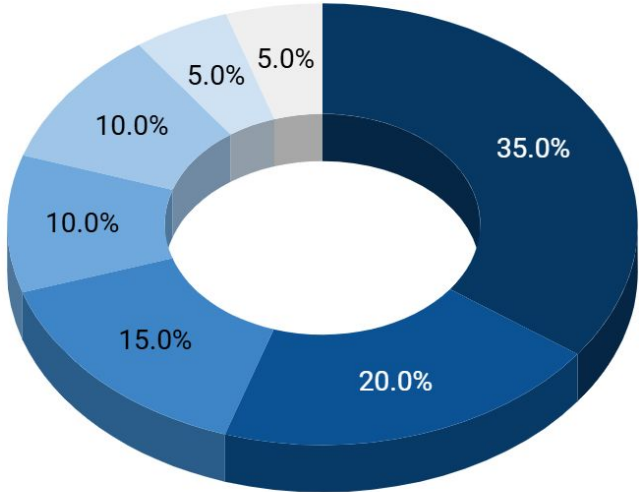
There are **nearly 5,830 companies** across diverse areas of women's health. **Mental Health, with almost 800 companies**, leads due to increasing awareness, reduced stigma, and rising demand for mental well-being solutions. **General Healthcare follows with around 740 companies**, emphasizing essential services, chronic disease management, and preventive care. **Pelvic & Uterine Healthcare, represented by approximately 730 companies**, highlights the growing focus on conditions like endometriosis and pelvic floor disorders, reflecting their significant impact on women's quality of life. These sectors dominate due to rising demand, innovation, and prioritization of women's unique health needs.

Distribution of FemTech Investors by Regions in 2024



North America is still firmly in the lead in terms of the number of FemTech investors (**89.6%**).
The European Union ranks second (**6.0%**).

FemTech Investors by Type, 2024



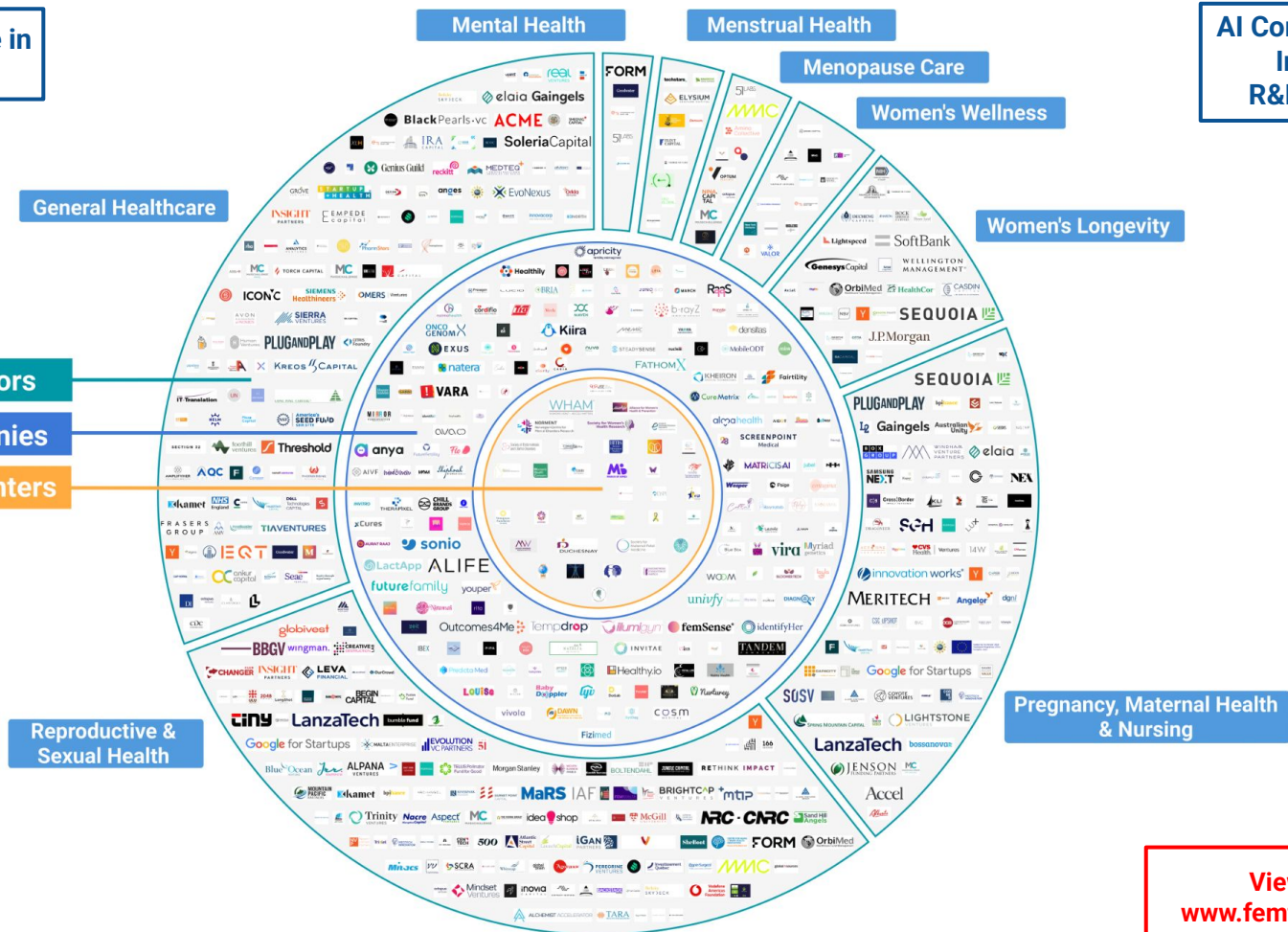
- Venture Capital Funds
- Angel Groups
- Accelerators and Incubators
- Family Investment Offices
- Private Equity Firms
- Government Offices & University Programs
- Investment Banks

Venture Capital Funds make up **35%** of the total, reflecting their dominant role in funding startups and high-growth companies. **Angel Groups** account for **20%**, highlighting their importance in supporting early-stage ventures. **Accelerators and Incubators** contribute **15%**, emphasizing their role in fostering innovation and startup ecosystems. **Family Investment Offices and Private Equity Firms** each represent **10%**, showing their focus on strategic and specialized investments. **Government Offices, University Programs, and Investment Banks** each account for **5%**, reflecting their targeted support for public, academic, and large-scale investment projects. This distribution demonstrates a balanced ecosystem with a strong emphasis on innovation and growth.

Artificial Intelligence in FemTech 2024

AI Companies – 190
Investors – 390
R&D Centers – 35

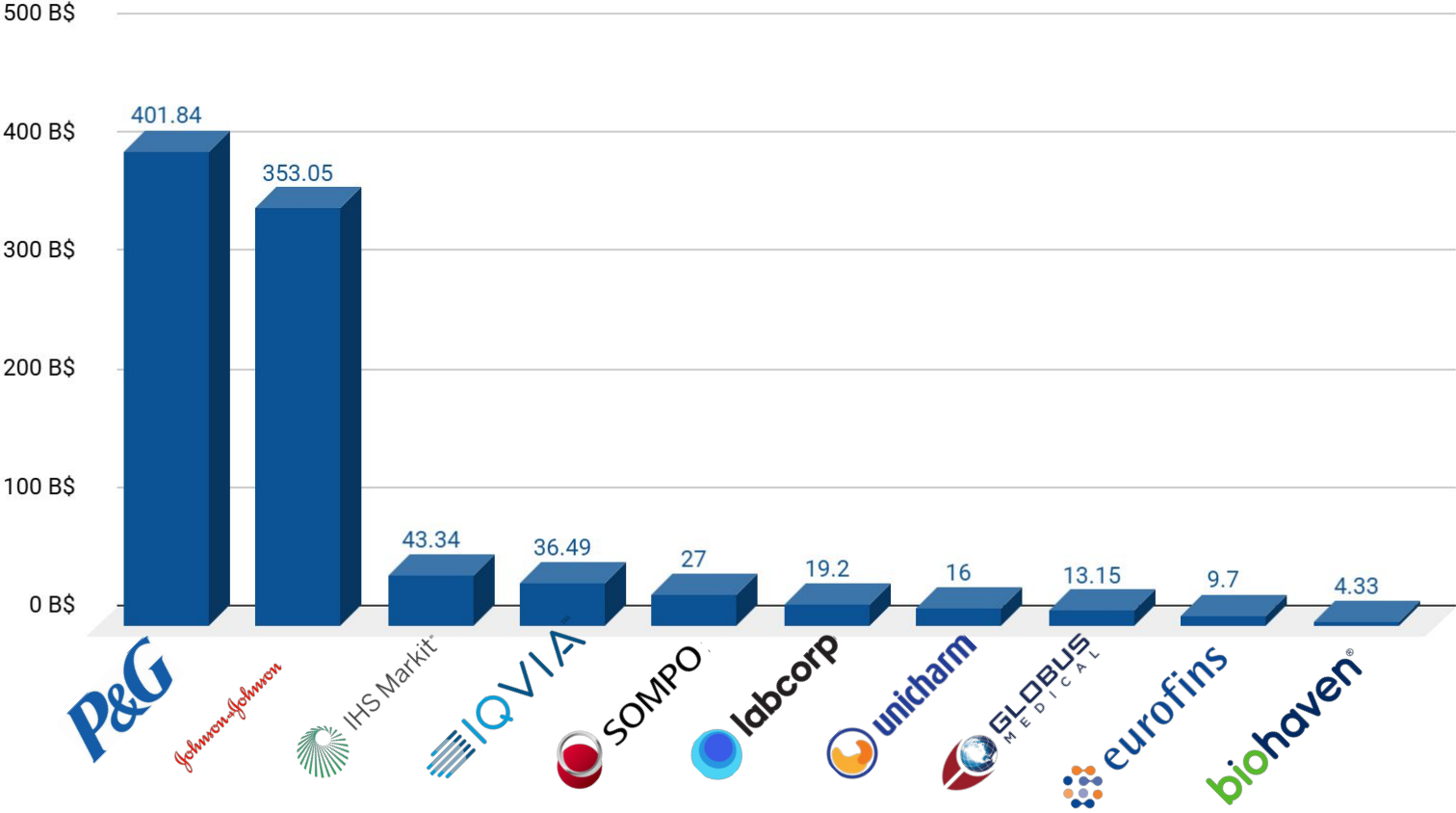
Investors
Companies
R&D Centers



View more:
www.femtech.health/ai

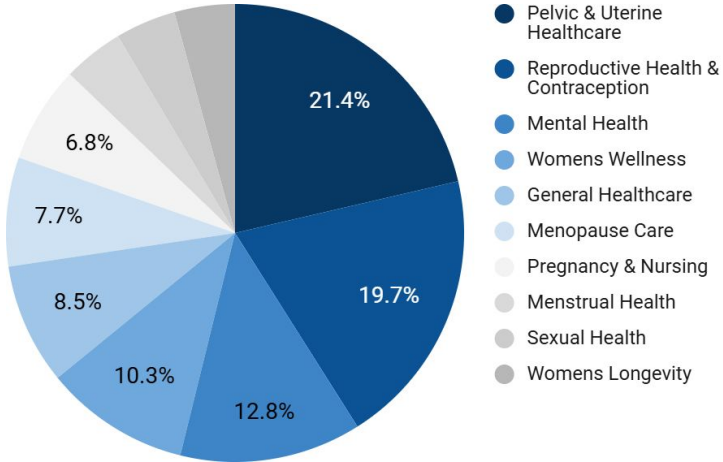


Top 10 Publicly Traded Companies by Capitalization in 2024

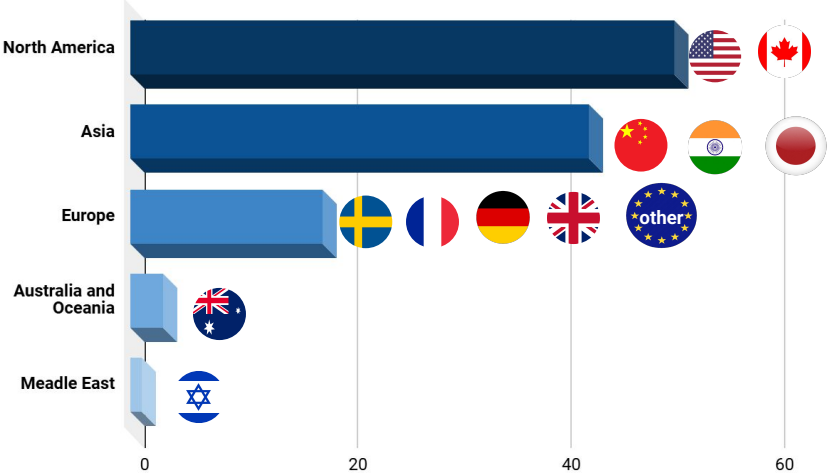


Publicly Traded Companies at a Glance

Publicly Traded Companies by Subsectors, 2024



Publicly Traded Companies Regional Distribution, 2024

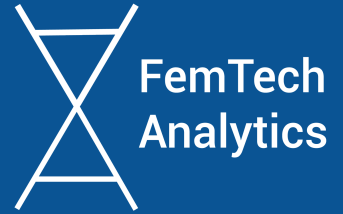


The main focus of publicly traded FemTech companies is on subsectors such as **Pelvic & Uterine Healthcare** and **Reproductive Health & Contraception**. These two areas account for more than **40%** of the market. Leading companies are investing heavily in the development of **diagnostic devices** and **data analytics** in these sectors.

Almost **half of the publicly traded FemTech companies** are based in **North America**, with **45 companies** headquartered in the **United States**. The second largest region is **Asia**, with **20 companies** located in **China**.

Top 20 Publicly Traded FemTech Companies by Capitalization in 2024

1	Procter & Gamble Company	\$401.8B	11	Perrigo	\$3.8B
2	Johnson & Johnson Medical	\$353.0B	12	Otsuka Pharmaceutical	\$3.2B
3	IHS Markit	\$43.3B	13	Yunnan Botanee Bio Technology Group	\$2.9B
4	IQVIA	\$36.5B	14	Tandem Diabetes Care	\$2.3B
5	Sompo Holdings	\$27.0B	15	Myriad Genetics	\$1.4B
6	LabCorp	\$19.2B	16	CareDx	\$1.3B
7	Unicharm	\$16.0B	17	Establishment Labs	\$1.3B
8	Globus Medical	\$13.2B	18	NKY Medical Holdings	\$1.2B
9	Eurofins Scientific	\$9.7B	19	Hotgen	\$0.7B
10	Biohaven	\$4.3B	20	Standard BioTools	\$0.7B



Top FemTech Influencers

Q4 2024

FemTech Influencers impact

Sophia Ononye-Onyia



Founder and CEO of The Sophia Consulting Firm, a life science marketing and communications consultancy established in New York with the aim to amplify scientific innovation in healthcare.

Marija Butkovic



Lawyer-entrepreneur, innovation consultant, and feminist. She is a co-founder and CEO of Women of Wearables – a leading global company aiming to support, and mentor women.

Holly Rockweiler



CEO and co-founder of Madorra, a medical device company dedicated to creating solutions for improving quality of life after menopause.

Cindy Gallop



A brand and business innovator, consultant, coach, and keynote speaker. Drives for a gender-equal, diverse, and inclusive workplace. Strives for young women to be more sex-educated.

Estrella Jaramillo



Led the US expansion of the women's digital health solution B-wom. She is the FemTech Contributor for Forbes, covering the intersection of health, gender equality, and the workplace.

Rachel Braun Scherl



Rachel is an established authority on leadership, entrepreneurship, and women's health. She is a fearless advocate and market-maker in the multibillion-dollar global women's sexual health marketplace.

FemTech Influencers impact

Gina Bartashi



Gina launched Kindbody in early 2018 with a mission to substantially increase access to healthcare by improving women's experience and outcomes and lowering costs.

Sophia Bendz



An active angel investor interested particularly in the FemTech space. Her angel investments in that space include Clue, Grace Health, Daye, O School, and Boost Thyroid.

Jill Angelo



CEO and founder of Gennev, whose mission is to empower women to take control of their health. Their first-ever online clinic offers access to free education, menopause coach, and wellness products.

B er nice Magistretti



Tech journalist turned to VC. Writes about "Tech That Matters," focusing on FemTech and accessibility. Passionate about women health, social impact, and consumer products in fashion and beauty.

Nuala Murphy



Women's Health Advocate, founder and CEO of Moment Health, a technology company with a groundbreaking digital solution for the prevention and treatment of women's mental health problems.

Trish Costello



Founder and CEO of Portfolia, venture funds focused in areas of high returns and impact such as women's health, active aging, enterprise, AI, consumers, food, AgeTech, POC/Inclusion, and climate.

FemTech Influencers impact

Ida Tin



Co-founder and CEO of Clue, the most trusted female health app. Clue enables women and people with menstrual cycles to make good choices for themselves and live full lives.

Nicole Leeds



Cares deeply about access to health, especially women's health. Leads the launch of Clue's newest feature: Clue Birth Control, an FDA-approved digital contraceptive.

Aagya Mathur



Co-founder of Aavia, a start up that is revolutionizing women's experience of birth control by creating the first-ever smart Pill sleeve.

Therese Mannheimer



Founder and CEO at Grace Health, a health-tech company focused on developing scalable and user-friendly health services to the women online.

Eirini Rapti



Founder and CEO at Inne. Inne's mission is to help women tune into their bodies and make informed decisions about their fertility, sexuality and overall health.

Michelle Kennedy



Founder of the Peanut app, which is the first social networking site to connect women at a similar stage in life. Peanut's mission is to provide a safe space for women to learn, build friendships, and find support.

FemTech Influencers impact

Brittany Barreto



A geneticist who has launched the first DNA-based dating app (Pheramor). Advances the women's health and wellness via FemTech Focus, which is a podcast with over 100 episodes.

Elina Berglund Scherwitzl



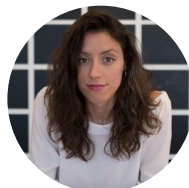
CEO and co-founder of Natural Cycles – the world's first, and only, app to be certified as a form of contraception in Europe and US. Her mission is to use her research and passion to pioneer in women's health..

Lea von Bidder



Co-founder and President at Ava Science, which is a company that creates sensor bracelets that offer women an easy and accurate method for tracking the menstrual cycle and finding the days when they are fertile.

Alyssa Atkins



CEO and Founder at Lilia. She created Lilia to be one place for people with ovaries to get guidance and customized answers about egg freezing, easily and all in one place.

Billie Quinlan



One of the co-founders of Ferly, which aims to improve sexual wellbeing and radically transform society's relationship with sex. Passionate about women, wellbeing, and technology.

Aashima Gupta



Director of Global Healthcare Solutions at Google Cloud, where she is contributing to the fast digital transformation of the healthcare industry via use of Cloud, AI, APIs and Mobile solutions.

FemTech Influencers impact

Jordana Kier



Co-founder of LOLA, the first lifelong brand for the female body. Aims to provide products and a community to support areas of women's reproductive health – such as periods and sexual wellness – that are not openly talked about.

Ann Garnier



Founder of Lisa Health – digital app for midlife women using science and real honesty to help them navigate through menopause and midlife health challenges.

Kim Palmer



Co-founder of Clementine App, which is a confidence app to help working women who battle with anxiety and low self-esteem to sleep better and feel confident, capable and on top of their game.

Laurence Fontinoy



CEO and co-founder of Woom, a data science-driven app for women's reproductive health that empowers them to maximize their chances of pregnancy.

Tania Boler



Co-founder and CEO of Elvie, which designed Elvie Trainer, an award-winning Kegel trainer for a stronger pelvic floor, and Elvie Pump, the world's first silent wearable breast pump.

Sylvia Kang



Co-founder and CEO of Mira, which creates palm-sized devices in order to track cycles, predict and monitor ovulation, measure ovarian reserve, and detect menopause.

FemTech Influencers impact

Liz Klinger



Co-founder and CEO of Lioness and co-inventor of the Lioness Vibrator, the first and only vibrator that helps you improve your orgasms.

Meika Hollender



Co-founder and President of Sustain, one of the leading brands with all-natural, vagina-friendly sexual wellness and reproductive health products.

Piraye Beim



Founder and CEO of Celmatix Inc, which is a preclinical-stage women's health biotech focused exclusively on ovarian biology, addressing areas of high unmet need.

Ridhi Tariyal



CEO and co-founder of NextGen Jane, which provides genomics-based personalized solutions to help women track their health. It has also created a tampon that monitors for diseases affecting fertility.

Tanvi Johri



Co-Founder and CEO at Carmesi, a women's hygiene company that offers all-natural and biodegradable sanitary pads and panty liners. Advocate of women's healthcare.

Yanghee Paik



Co-founder and CEO of Rael, a company that empowers women to make healthier choices for their skin and bodies through its clean and high-performing personal care products, which are accessible all over the world.

FemTech Influencers impact

Wan Tseng



FemTech entrepreneur, designer and founder of Wisp – a company with a mission to empower women, unlocking their sensuality via personal experiences with design and technology.

Sandra Pelletier



CEO at Evofem Bio science, which is a clinical-stage biopharmaceutical company developing innovative products to address women's sexual and reproductive health.

Flavia Wahl



Entrepreneur, passionate yogi, FemTech enthusiast, and founder and CEO of iBreve – a wearable device that fights stress in a simple, natural, and instant way.

Debra Duke



Founder, President and CEO of MenoGeniX, a biotechnology company in the clinical stage which is focused on treating hot flashes and other menopausal symptoms.

Cecile Real



CEO at Endodiag, a biotechnology company that specializes in the development of products and services aimed at improving the diagnosis of endometriosis.

Amy McDonough



Strategy & Operations at Fitbit Health Solutions, which has created a highly engaging and personalized healthcare solution comprising wearable devices, self tracking, health coaching, and virtual care.

FemTech Influencers impact

Chia Chia Sun



Pharmaceutical business executive with extensive research and development experience. She is now CEO of Damiva, a women's health company manufacturing all-natural products for menopausal health.

Jennifer Tye



Chief Operating Officer at Glow, an enterprise that offers personal health products powered by data to help people manage their health. Owns four apps ranging from periods to parenting.

Amy Domangue



Expert in women's healthcare marketing and innovation. CEO and Co-Founder of Jessie, an online platform that streamlines access to women's digital health services.

Mylene Yao



Co-founder and CEO of Univfy Inc., a predictive analytics company that uses machine learning to help more women access in vitro fertilization (IVF) treatments to build healthy families.

Nicole Dahlstrom



Co-founder and COO of FemTech Collective, which offers products and services to help female-focused health technology startups to overcome barriers to success, by connecting communities.

Reenita Das

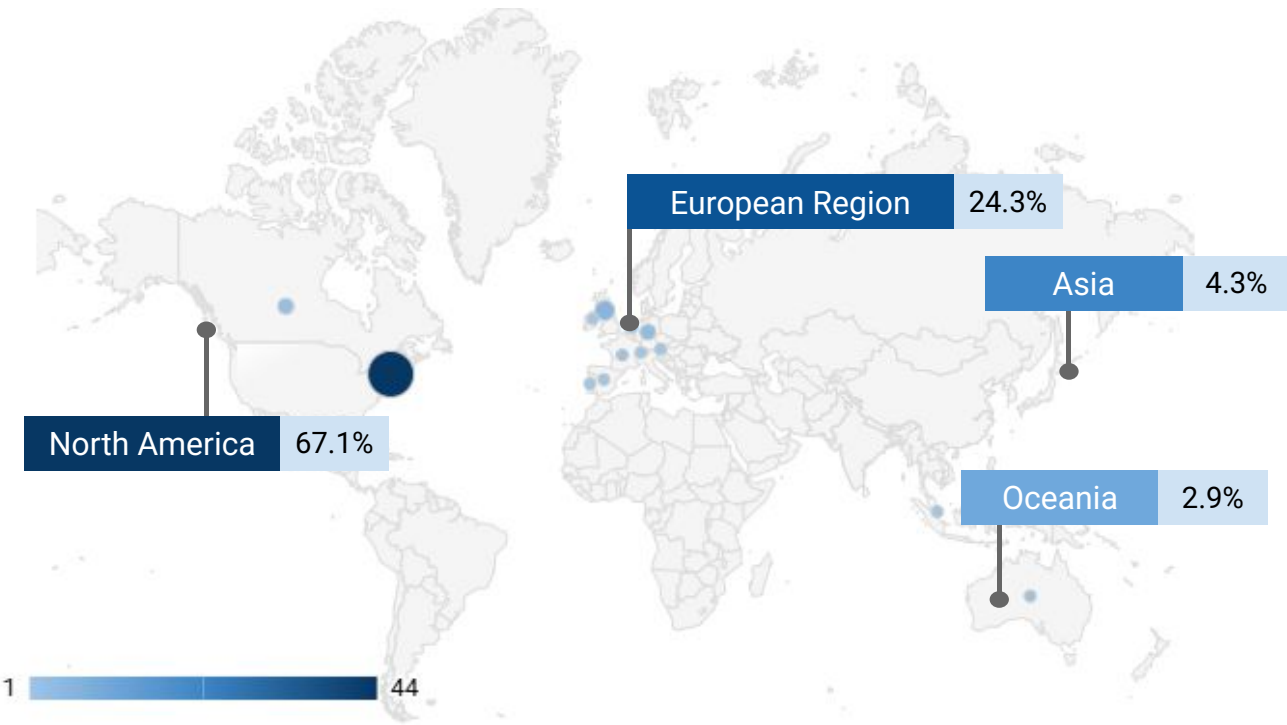


Healthcare evangelist and strategist, voted one of the top 100 women in Healthtech and FemTech. Well-known author of "The Rise of SHEconomy: Female Economic Power."

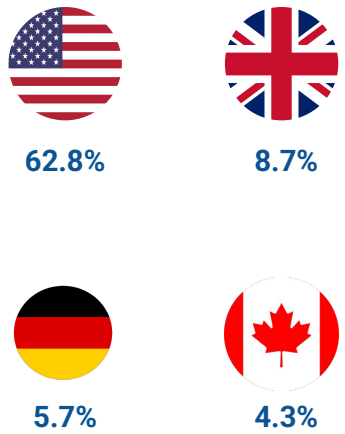
Hubs and R&D Centers

Q4 2024

FemTech Hubs and R&D Centers Regional Distribution











Leading Countries by R&D Centers, 2024











North America leads with 62.8% of the centers(62.8% are in USA), reflecting its dominant role in FemTech innovation. **The European region** follows with **24.3%**, showcasing a strong presence in the industry, where the **United Kingdom** and **Germany** are the dominant contributors.









FemTech R&D Centers

			
<p>Tech4Eva is a collaborative initiative that combines health innovation with academic research, specifically focused on advancing women's health. The program is supported by Groupe Mutuel and EPFL Innovation Park, providing a platform for startups to innovate in the FemTech and healthcare space.</p>	<p>Springboard Enterprises is a global network that accelerates the development of high-growth women-led businesses in the life sciences sector. The Health Innovation Hub provides mentorship, funding, and business development resources to help early-stage FemTech startups scale.</p>	<p>Dreamit is an accelerator focused on digital health, real estate, and security. Its HealthTech program helps startups scale quickly by providing mentor networks, funding access, and enterprise partnerships, with an emphasis on advancing innovative health solutions.</p>	<p>The P4 Precision Medicine Accelerator focuses on companies that are developing personalized, precision health solutions. By using advanced technologies like AI and genomics, the program supports innovation that tailors treatments to individual needs, particularly in women's health and genetic testing.</p>
			
<p>Nex Cubed is a digital health accelerator supporting startups that create innovative digital health solutions. The program provides access to mentorship, capital, and partnerships, aiming to accelerate the growth of companies working in healthcare technologies</p>	<p>Digital Health CT is an accelerator program focusing on startups in digital health, telemedicine, and FemTech. It provides seed funding, mentorship, and corporate partnerships to help health tech startups scale their impact.</p>	<p>Startup Creasphere is a corporate accelerator powered by Plug & Play. It supports health tech and FemTech startups by providing access to corporate partners, venture capital, and mentoring to help companies grow and scale.</p>	<p>Bayer G4A is a global accelerator that provides startups with access to Bayer's expertise, resources, and network to advance innovation in healthcare and life sciences. Its focus includes digital health, FemTech, and medical devices.</p>









FemTech R&D Centers

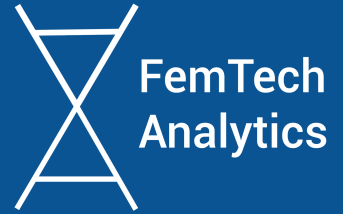
 <p>Insight Accelerator Labs provides resources for early-stage health tech companies. With a focus on innovation in diagnostics, AI, and women's health, the accelerator helps startups refine their business models and gain market access.</p>	 <p>Rockstart Health is an accelerator that supports startups in digital health. It offers mentorship, funding, and access to corporate partners to accelerate the development of solutions addressing women's health, mental health, and aging.</p>	 <p>The Praxis SCI Accelerate Program is focused on early-stage health tech startups working on scientific commercialization. The program supports the development of innovative technologies with the potential to improve healthcare, including solutions for women's health.</p>	 <p>FemInnovation is an accelerator and network for FemTech startups. It provides mentorship, business advice, and access to resources tailored for women-focused health innovations, from fertility to menopause care.</p>
 <p>ASIF Ventures is a venture capital firm that focuses on early-stage investments in health tech and FemTech companies. It aims to support innovative startups with a focus on women's health and digital solutions.</p>	 <p>Howdy is a women-focused wellness and health technology platform that provides resources and tools for startups in healthcare. They offer funding, networking, and mentorship for women-led health tech businesses.</p>	 <p>While primarily known for its software performance monitoring tools, New Relic also offers services to healthcare startups focusing on AI, data analytics, and health management.</p>	 <p>Qualtrics provides experience management software that helps healthcare and FemTech companies gather customer insights, improve patient experience, and measure the impact of women's health solutions.</p>

FemTech R&D Centers

			
<p>Taxfix is a financial services platform that simplifies tax filing, with a particular focus on supporting women entrepreneurs in the FemTech sector by offering financial tools tailored to their needs.</p>	<p>The FemTech Collective is a global network of FemTech entrepreneurs, investors, and innovators. It supports women in the health tech space through mentoring, networking, and partnerships.</p>	<p>HealthTech Women is a community that connects women leaders in health technology. It provides resources, networking, and mentorship to help women-driven health startups scale and make an impact in healthcare.</p>	<p>The FemTech Accelerator Program focuses on supporting women-focused healthcare innovations. It provides funding, networking opportunities, and business development support to scale FemTech startups.</p>
			
<p>The Women's Health Tech Hub is dedicated to supporting startups that focus on improving women's health through technology. It provides funding, expert mentorship, and partnerships to boost the growth of FemTech companies.</p>	<p>FemTech France is a network of French FemTech startups that supports women's health through digital solutions. It provides a platform for networking, mentoring, and connecting investors with FemTech entrepreneurs.</p>	<p>FemTech NZ is an initiative in New Zealand that supports the growth of FemTech startups by connecting them with local and global networks, investors, and mentorship to drive innovation in women's health.</p>	<p>SheEO is a global community of women entrepreneurs and investors who fund and support FemTech ventures. The focus is on creating a sustainable ecosystem that helps women-led startups grow.</p>

FemTech R&D Centers

			
<p>HealthTech Women Australia supports women in health tech in Australia, offering a platform for networking, mentorship, and collaboration for FemTech innovators and professionals.</p>	<p>The Hacking Health Movement is a global community focused on healthcare innovation and collaboration between health professionals, entrepreneurs, and developers to improve healthcare, including women's health solutions.</p>	<p>The Women's Health Innovation Coalition brings together innovators, investors, and advocates to advance the development of women's health solutions. It supports startups and promotes research, education, and policy related to FemTech.</p>	<p>The BIMA Network connects women in digital and technology sectors, offering mentorship, networking, and development opportunities for those working in health tech and FemTech.</p>
			
<p>FemTech Finland is a network dedicated to Finland's FemTech ecosystem, supporting health tech startups, investors, and researchers advancing women's health technologies.</p>	<p>The Healthcare Women's Innovation Lab connects female innovators in the healthcare sector, with a focus on supporting health tech startups and promoting the development of women's health solutions.</p>	<p>The Next Billion Network is a global initiative that supports women entrepreneurs building businesses focused on health and wellness, including FemTech, in emerging markets.</p>	<p>WeTech Alliance is a community of women entrepreneurs and investors who focus on scaling tech solutions, including FemTech, in global health.</p>



Top FemTech Events and Conferences

Q4 2024

Top Past FemTech Events in 2024

FemTech Fes 2024

Femtech Fes!

Feb 9-11, 2024

An international event dedicated to showcasing innovations in women's health technologies, addressing needs across all stages of life. The festival features exhibitions, workshops, and discussions aimed at advancing FemTech solutions.

FemTech Forward 2024



May 10, 2024

Hosted by Green Templeton College, this conference aims to explore the role of technology in addressing gaps in women's healthcare. It brings together experts to discuss the potential benefits and challenges of FemTech innovations.

4th Edition ET Now FemTech Summit & Awards



Sep 25, 2024

This summit celebrates women's leadership in technology and advancements in women's healthcare. It includes keynote speeches, panel discussions, and awards recognizing significant contributions to the FemTech industry.

FemTech Week 2024



Oct 17-19, 2024

A comprehensive event addressing women's health needs across different life stages. FemTech Week features product exhibitions, seminars, and networking opportunities aimed at promoting FemTech solutions.

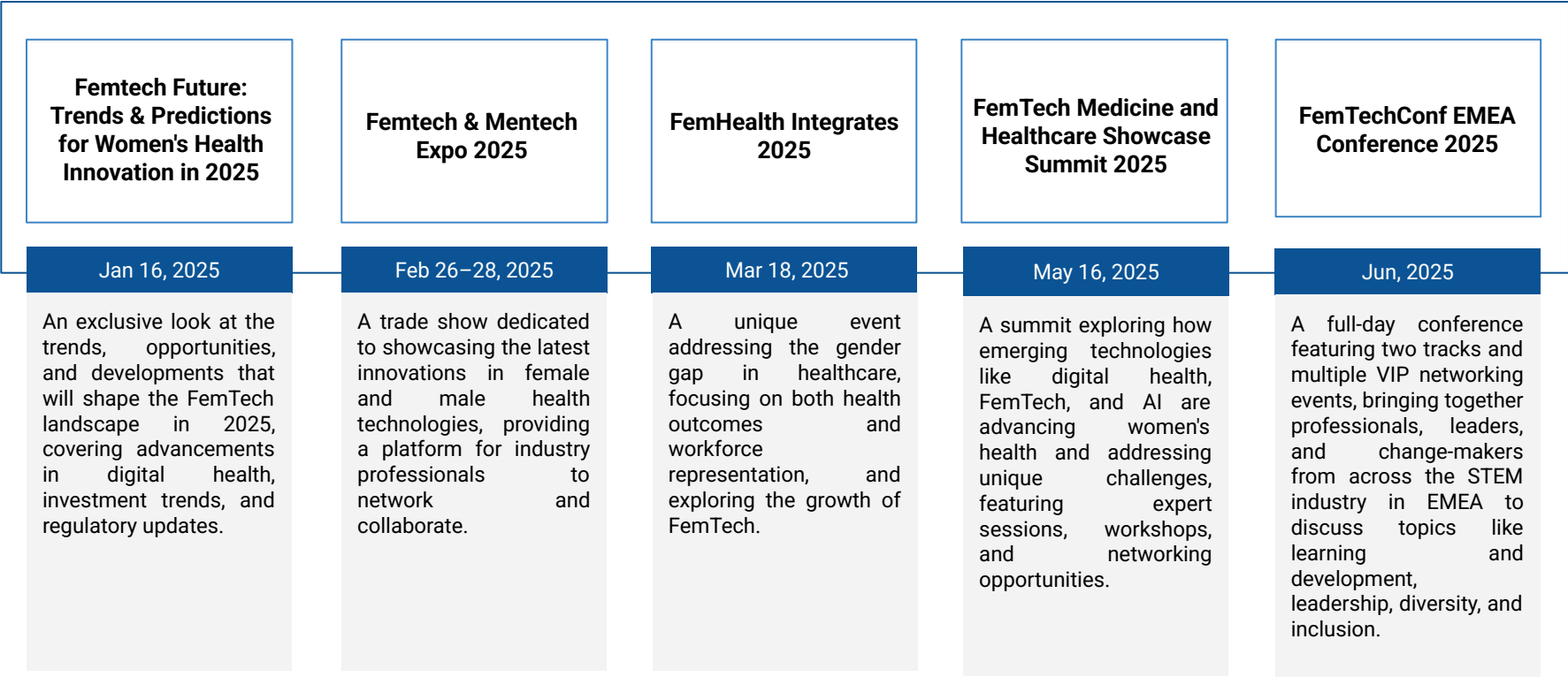
Femtech Forum 2024



Nov 26, 2024

An invitation-only forum that unites stakeholders in the Canadian FemTech sector to discuss opportunities within the global industry. The event focuses on fostering collaboration and innovation in women's health technologies.

Top FemTech Events in 2025



Top FemTech Events in 2025

Fem+ 2025	FemHealth Festival 2025	Femtech World Awards 2025	FemHealth Festival 2025	The 13th International DIP & FemTech Symposium (FemDIP 2025)
Jun 25–27, 2025	To be announced	To be announced	May 16, 2025	May 2025
An exhibition dedicated to women's health and wellness, presenting a dynamic merger of Femtech Tokyo and the Women's Wellbeing Expo, offering comprehensive solutions for women's needs across every stage of life.	A vibrant celebration of women's health, blending an empowering concert, dynamic conversations, and an inspiring exhibition, designed to spark progress and redefine the future of women's health.	An awards ceremony celebrating the brightest lights in FemTech, recognizing leadership, innovation, and impact in key women's health areas.	A summit exploring how emerging technologies like digital health, FemTech, and AI are advancing women's health and addressing unique challenges, featuring expert sessions, workshops, and networking opportunities.	Dedicated to advancing maternal and fetal medicine, this symposium addresses pregnancies complicated by diabetes, hypertension, and metabolic syndrome, and explores the integration of FemTech solutions in these areas.

FemTech Market Trends Overview

Q4 2024

FemTech Future Prospects

Currently, the majority of FemTech companies are concentrated in the Fertility and Pregnancy sub-sector. However, this focus is expected to shift in the coming years. Emerging areas such as menopause, SexTech, mental health therapies, and breastfeeding solutions are gaining traction and are set to drive the next wave of growth.

Several key factors are shaping the future direction of the FemTech industry in 2024:

- By 2024, demand for FemTech solutions will rise, with growing opportunities in underserved areas like **menopause**, **SexTech**, and **mental health**.
- The **fertility market**, expected to reach **\$41 billion by 2026**, will continue to expand, especially in emerging markets. **Wearables** and **smart medical devices** are on the rise, contributing to the growth of FemTech, with the global wearable market reaching **\$70 billion by 2024**.
- Additionally, **DNA testing** for conditions like breast cancer is becoming more accessible, driving innovation in personalized women's healthcare. These trends create significant growth potential for FemTech companies in the coming years.

\$27.6B
Menopause Solutions
Market by 2033

\$70B
Global Wearable Tech
Market in 2024

North America
Most Promising Region

\$41B
Global Fertility Market
by 2026

\$28T
Women Consumer
Spending in 2025

Telehealth
Key Trend in Services
Segment

Key Market Trends

In-Home Testing and Portable Devices

As awareness of women's health grows, there is increasing demand for early disease detection through in-home testing solutions. Portable devices, like wearable fertility monitors or ovulation kits, are designed to empower women to monitor their health in a private and convenient setting. Software that analyzes health indicators, such as hormone levels and menstrual cycles, is making at-home care more accurate and accessible, bridging gaps in healthcare access.

Personalized Healthcare Solutions

The shift toward tailored approaches in FemTech addresses the unique health needs of women at various stages of life. Solutions for managing heart health, chronic pain, diabetes, and weight are being designed with female physiology in mind. These personalized offerings ensure that women receive targeted care and support for conditions often overlooked in traditional healthcare systems.

Endometriosis-Focused Startups

Endometriosis, a painful and often misdiagnosed condition affecting 1 in 10 women, is finally gaining the attention it deserves. Startups are emerging with innovative diagnostic tools, non-invasive treatments, and support solutions to address this widespread issue. The global endometriosis market is projected to reach **\$2.3 billion**, reflecting increased awareness and investment in improving quality of life for millions of women.

Menopause Solutions

With the aging female population on the rise due to the "Silver Wave," the menopause market is seeing rapid development. Until recently, menopause-related healthcare was underdeveloped, leaving millions of women underserved. Now, products like hormone replacement therapies, menopause-specific supplements, and wearable devices to manage symptoms like hot flashes and sleep disturbances are gaining traction, addressing this critical life stage for women.

Key Market Trends

Menstrual and Pregnancy Tracking Apps

Apps like Clue and Flo have revolutionized how women track their menstrual cycles and stages of pregnancy. These apps offer insights into ovulation, hormonal changes, and prenatal health, empowering users to better understand and manage their bodies. The popularity of these tools is driving further innovation, with features like telemedicine consultations and personalized health tips being integrated into newer platforms.

Fertility Innovations

Advances in fertility care are transforming the FemTech market. Technologies like embryo scanning, non-invasive genetic testing, and egg freezing are becoming more accessible, offering new hope to individuals and couples seeking to start families. Startups are entering this space with user-friendly solutions and affordable services, addressing the growing demand for reproductive healthcare.

AI Integration in FemTech

Artificial Intelligence is revolutionizing how FemTech solutions are developed and delivered. From AI-powered diagnostic tools that detect early signs of ovarian cancer to personalized skincare recommendations and fertility solutions, AI enhances precision and efficiency. This trend is also helping in the development of chatbots for sexual health advice and virtual health assistants, making healthcare more interactive and responsive.

Device Innovation

The FemTech device segment, projected to make up **16% of the market by 2025**, is thriving with advancements in user-centric technologies. Products like wearable breast pumps, which offer discreet and efficient milk expression, and pelvic floor exercise devices that aid in postpartum recovery, exemplify how innovation is improving women's daily lives. These devices prioritize comfort, convenience, and effectiveness, addressing needs that have long been overlooked.

Key Market Trends: Menopause Solution

85% of women
are experiencing a
menopause-related symptom

1.1 Billion Women
will be experiencing menopause
by 2025

93% of menopausal women
are interested in non-invasive tech
solutions

Emerging trends in the menopause market are already shaping its future. **Wearable devices** will play a key role, providing real-time, AI-powered personalized recommendations to manage symptoms. Symptom tracking apps will evolve to offer proactive solutions, combining data insights with telemedicine for more tailored care. AI-based telemedicine and **digital therapeutics** will offer personalized, non-invasive approaches for managing menopause. Additionally, **personalized PharmTech** platforms will deliver custom non-hormonal treatments, including supplements and lifestyle adjustments, based on individual health profiles.

Key market drivers include the growing **aging population**, with more women entering menopause in the coming years, and increasing **health awareness**, which will fuel the demand for alternative, personalized solutions. As **technological advancements** in AI, wearables, and machine learning continue to progress, more effective and data-driven menopause care will become widely available.

The future of menopause solutions in FemTech is highly promising, with technology driving more accessible, personalized, and non-invasive options for women worldwide.

Key Market Trends: AI Integration in FemTech

85% of FemTech Startups are integrating AI and machine learning in their products.

\$2.9 Billion the market for **AI-driven diagnostic tools** in women's health by 2027

70% of Women are open to using AI-powered solutions for **health monitoring** and **symptom tracking**.

AI integration in FemTech is transforming women's healthcare by offering personalized, data-driven solutions across fertility, menopause management, and wellness. AI tools improve fertility tracking, predict ovulation cycles, and support family planning. In menopause, AI helps monitor symptoms and suggest lifestyle changes or alternative therapies, while apps enable real-time symptom tracking.

AI is also enhancing diagnostics, enabling early detection of breast and cervical cancer through medical imaging and genetic analysis. Telemedicine platforms use AI for virtual consultations, expanding access to care.

With advances in machine learning and big data, AI is delivering more predictive and personalized healthcare. As women's health awareness grows, AI's role in addressing complex health issues will continue to expand, providing more effective and accessible solutions.

Cases of Key Market Trends Usage

Haut.AI

Haut.AI

Haut.AI is an Estonian startup developing AI algorithms for the recognition of skin pathologies. Their developments are based on the algorithms of computer vision and machine learning, including deep learning. Haut.AI helps users to build new skincare strategies, transform and digitalize interactions between business and customer, and facilitate R&D.

Web Site: <https://haut.ai/>

Category: Beauty for FemTech

Founded in: 2018

Based in: Tallinn, Estonia

Funding Status: Early Stage Venture

Total Funding Amount: N/A

Investors



European Union
European Regional
Development Fund

Ivy Natal



Ivy Natal develops a process to create human egg cells from skin samples as a treatment for most cases of infertility. Many women cannot have children except through the use of donor eggs. Ivy Natal aims to allow these patients to have genetic children for the first time, using a process which starts with a simple skin biopsy.

Web Site: <https://www.ivynatal.com/>

Category: Fertility

Founded in: 2020

Based in: San Francisco, United States

Funding Status: Early Stage Venture

Total Funding Amount: \$ 250 K

Investors



INDIE BIO

Cases of Key Market Trends Usage

ALPHA FEMTECH

The logo for Alpha FemTech, featuring the word "alpha" in a lowercase, sans-serif font inside a light orange square.

ALPHA FEMTECH is developing a wearable smart clothing concept to reduce menstrual pain by using micro-vibrations and regulating heat release to the body. The goal of this is to connect the physical prototype to various digital platforms in the future to fight menstrual poverty.

Web Site: <https://alphaFemTech.com>

Category: Period

Founded in: 2020

Based in: Budapest, Hungary

Funding Status: Early Stage Venture

Total Funding Amount: \$ 50 K

Investors



DotLab



DotLab, a women's healthcare technology company, is launching DotEndo, a breakthrough, non-invasive, blood test that aids in the diagnosis of active endometriosis. DotEndo measures biomarkers in the blood which act as a unique signature to identify active endometriosis across all stages of the disease, regardless of hormones, cycle, or symptoms.

Web Site: <http://www.dotlab.com>

Category: Diagnostics

Founded in: 2016

Based in: San Francisco, United States

Funding Status: Early Stage Venture

Total Funding Amount: \$ 12,6 M

Investors



Cases of Key Market Trends Usage

Breathe ilo



Breathe ilo is the world's first fertility tracker that uses breath analysis to identify a woman's ovulation pattern and fertile window. The breathe ilo is a small handheld device synced to an app that reads the breath's CO2 saturation to determine where a woman is in her cycle with considerable accuracy.

Web Site:	http://.breatheilo.com/
Category:	Fertility, Pregnancy
Founded in:	2014
Based in:	Graz, Austria
Funding Status:	Early Stage Venture
Total Funding Amount:	\$ 7,3 M

Investors



Fig Health



Fig Health is a healthcare company that offers direct-to-consumer at-home health screening and coaching as well as supplements for women. Fig Health enables at-home biomarker testing, supercharging that with a community of fellow trackers.

Web Site:	https://www.fighealth.co/
Category:	General Healthcare
Founded in:	2020
Based in:	Singapore
Funding Status:	Early Stage Venture
Total Funding Amount:	N/A

Investors



Cases of Key Market Trends Usage

MyMenopauseRx



MyMenopauseRx is a telemedicine company improving the healthcare experience for women at midlife and menopause. It provides women with improved access to affordable menopause care, lab testing, education and community. The company saves patients time and money without sacrificing quality.

Web Site: <http://www.mymenopauserrx.com>

Category: Menopause Solution

Founded in: 2021

Based in: Wheaton, United States

Funding Status: Early Stage Venture

Total Funding Amount: N/A

Investors N/A

Hyivy Health



Hyivy Health creates an intelligent and holistic pelvic rehabilitation device for the 1 in 3 women worldwide who will experience a pelvic health complication in their lifetime. The device provides the first quantifiable data set on the pelvic floor and 3 different therapies from multiple sensors and mechanical functions.

Web Site: <https://www.hyivy.com>

Category: Sexual Healthcare

Founded in: 2020

Based in: Hamilton, Canada

Funding Status: Early Stage Venture

Total Funding Amount: N/A

Investors



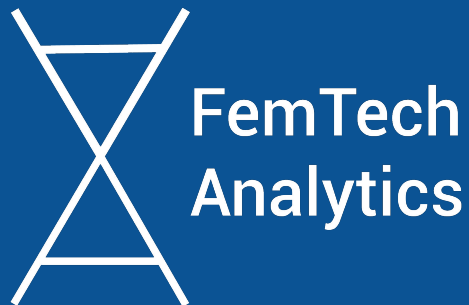
Key FemTech Market Development Factors



As already mentioned, the FemTech market has great untapped **growth opportunities**. The above-presented factors will lead to the fulfilment of market potential in the near future. Despite the market share having enormous potential, women represent only half of the planet's population, and so far, the development of the FemTech market has occurred predominantly in the developed world. That is why it is crucial to make FemTech products and solutions **accessible** and **affordable**.

At the same time, working-age women spend 29% more per capita on healthcare than men and are 75% more likely to use digital tools for healthcare. **Customized revenue models**, for example, renting devices for a limited period of use, for example, will stimulate this trend. Since 2016, a number of **governmental initiatives** have been launched to support modern digital applications for the treatment of conventional women's health issues.

Source: Media overview, Frost & Sullivan articles



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