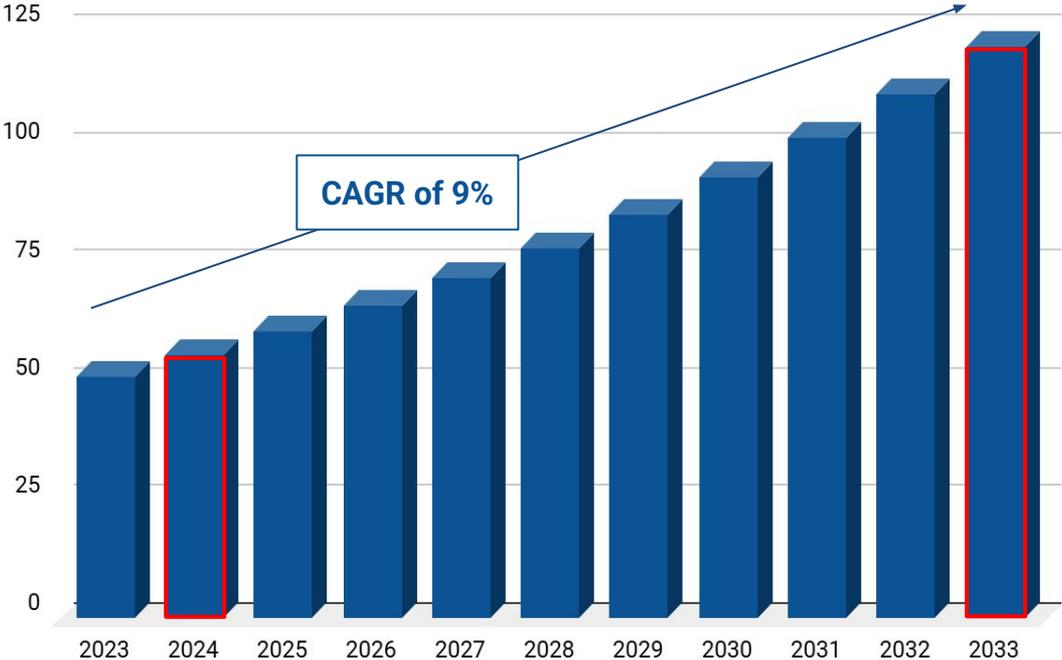


FemTech Industry 2024/Q4

Landscape Overview
Teaser

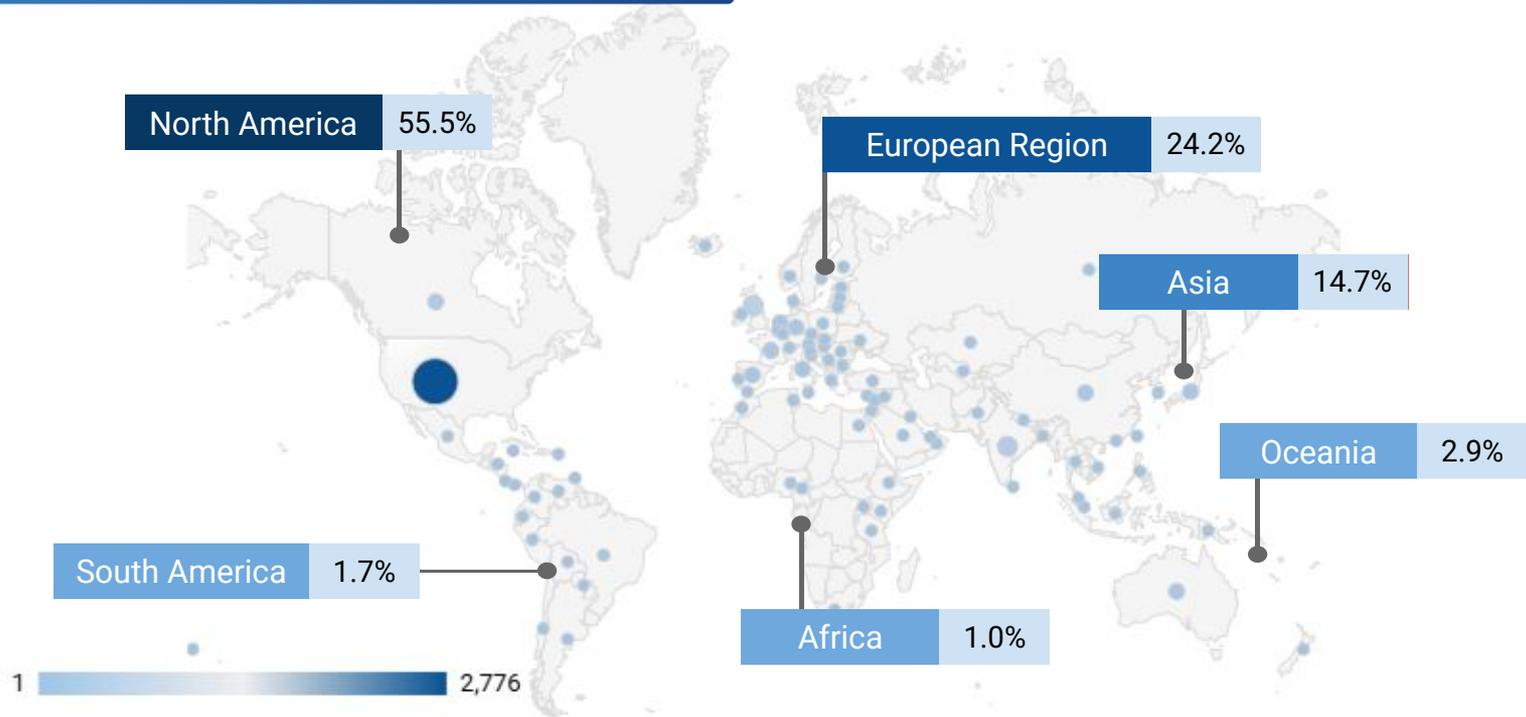
FemTech Market Size



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.

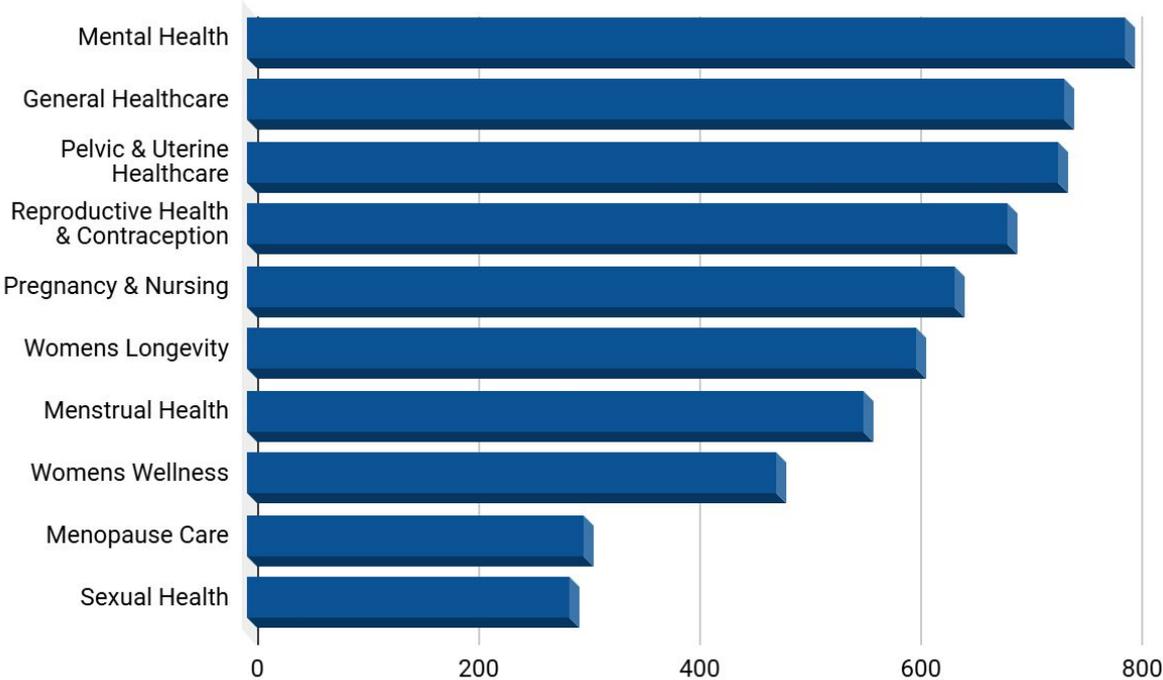
The rise of FemTech is driven by a shift in societal norms and greater awareness around women’s healthcare needs. Topics once considered taboo, such as menstrual health, menopause, and fertility, are now openly discussed, paving the way for technological advancements and market growth.

FemTech Companies: Regional Distribution



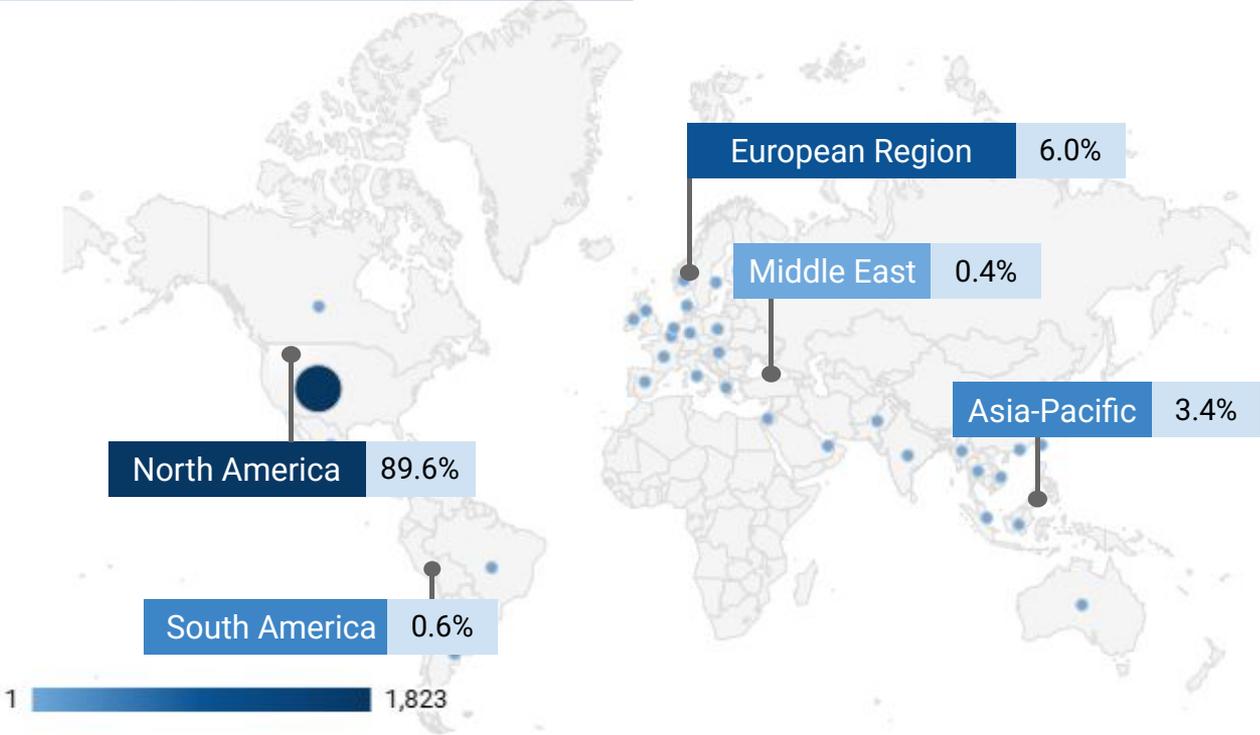
FemTech companies are largely concentrated in **North America (55.5%)**, with the **United States** and **Canada** leading the way. **Europe follows at 24.2%**, driven by countries like the **UK, Germany, and France**. **Asia** contributes 14.7%, with **China, India, and Japan** emerging as key players.

FemTech Companies by Sectors Overview



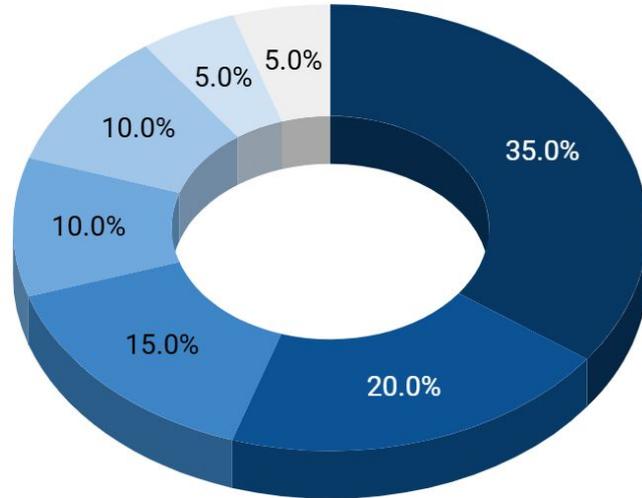
There are **nearly 5,830 companies** across diverse areas of women's health. **Mental Health, with almost 800 companies**, leads due to increasing awareness, reduced stigma, and rising demand for mental well-being solutions. **General Healthcare follows with around 740 companies**, emphasizing essential 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



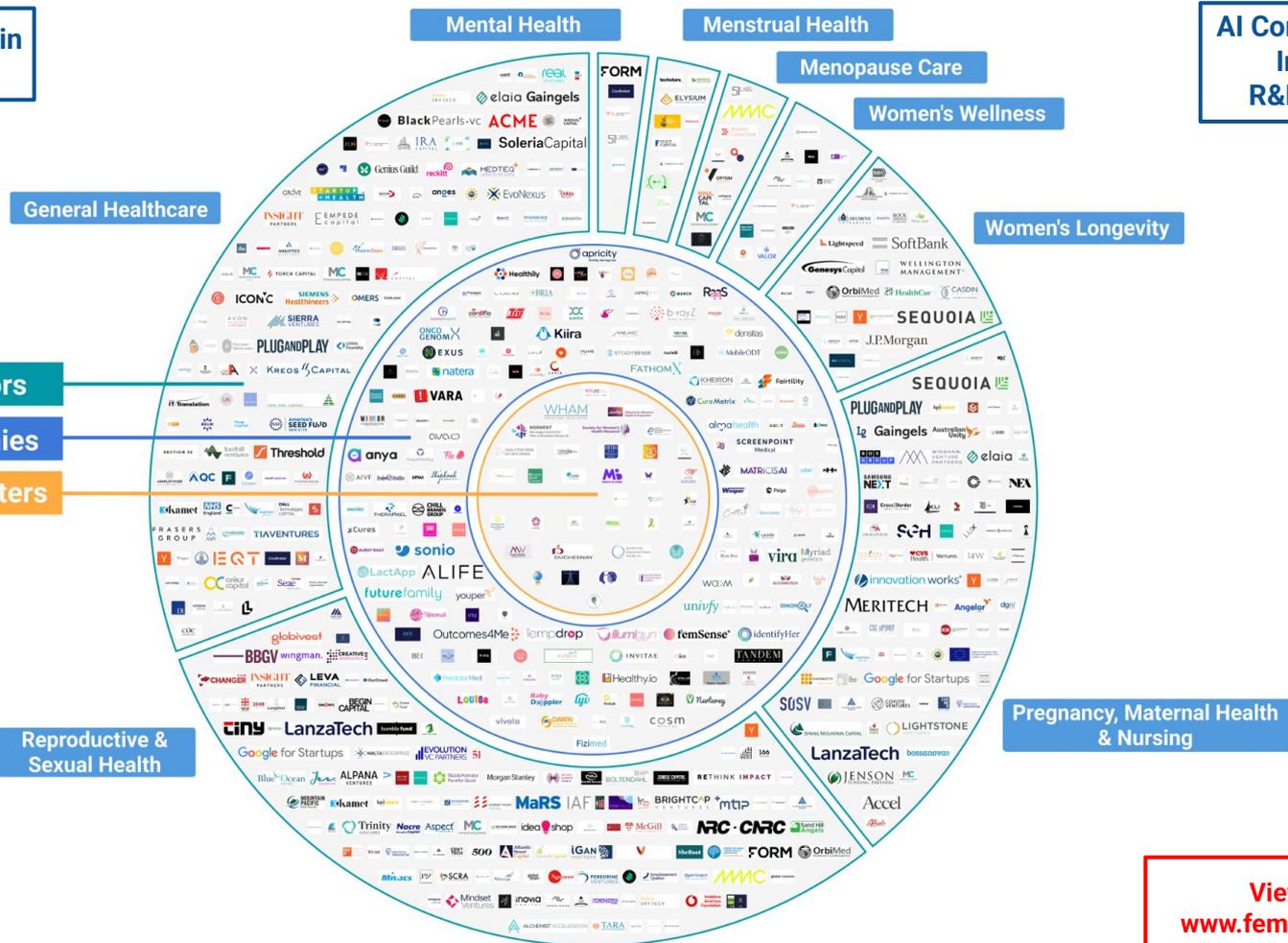
- Venture Capital Funds
- Angel Groups
- Accelerators and Incubators
- Family Investment Offices
- Private Equity Firms
- Government Offices & University Programs
- Investment Banks

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

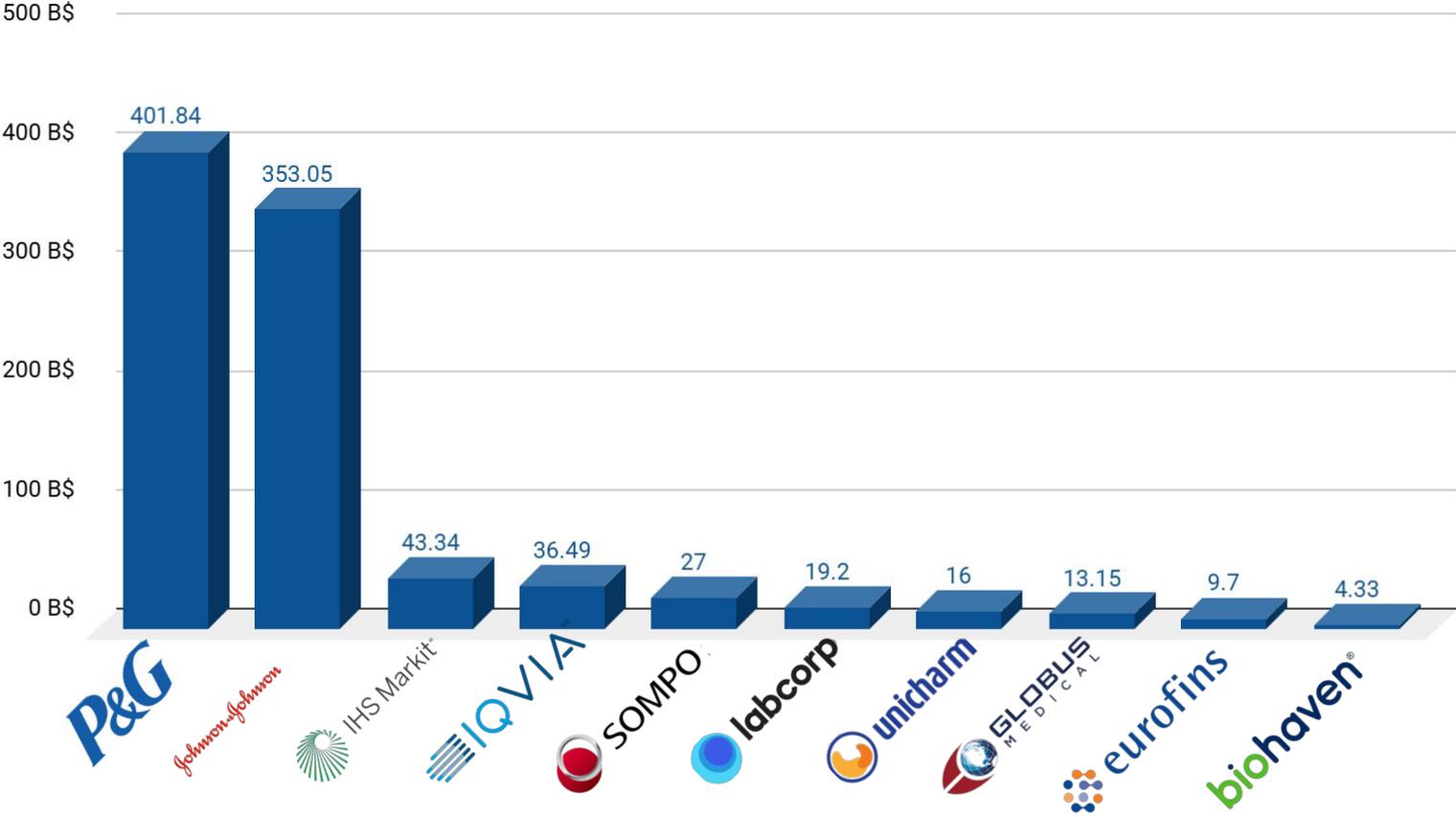
AI Companies – 190
Investors – 390
R&D Centers – 35

Investors
Companies
R&D Centers



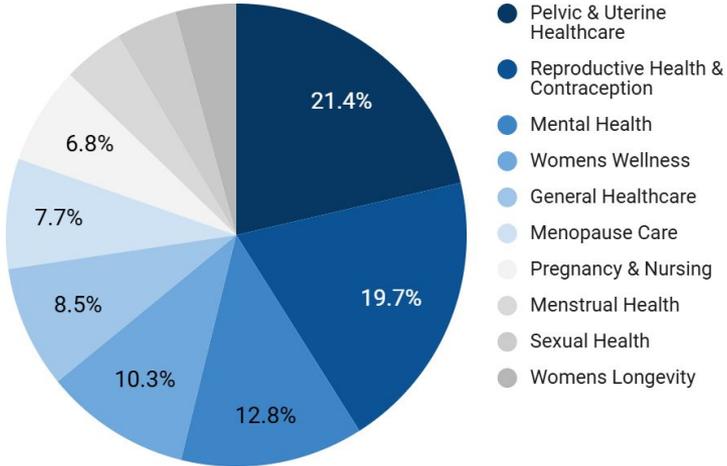
View more:
www.femtech.health/ai

Top 10 Publicly Traded Companies by Capitalization in 2024

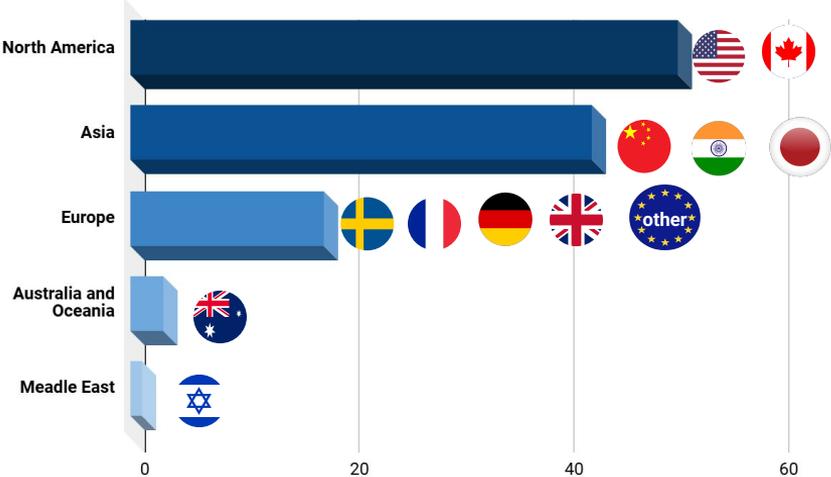


Publicly Traded Companies at a Glance

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

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



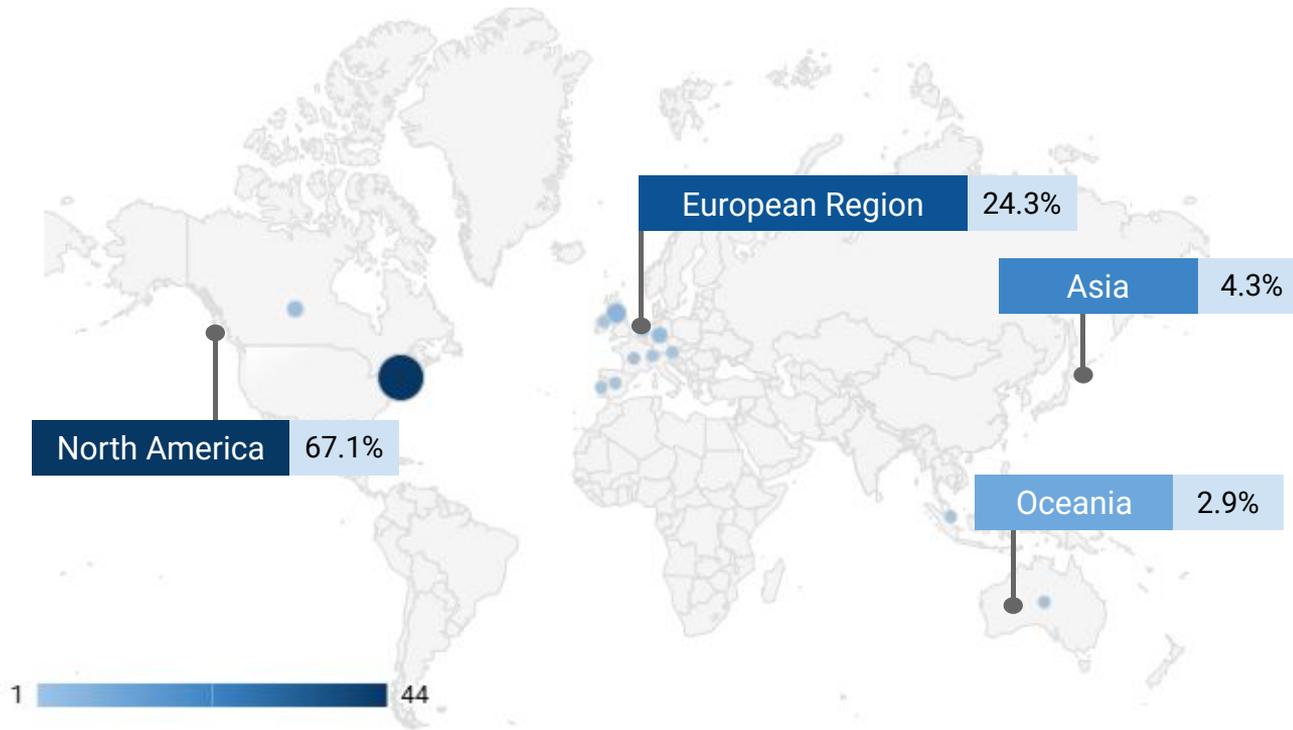
Women's Health Advocate, founder and CEO of Moment Health, a technology company with a groundbreaking digital solution for the prevention and treatment of women's mental health problems.

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 Hubs and R&D Centers Regional Distribution



Leading Countries by R&D Centers, 2024



62.8%



8.7%



5.7%



4.3%

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>

Top Past FemTech Events in 2024

<p>FemTech Fes 2024</p> 	<p>FemTech Forward 2024</p> 	<p>4th Edition ET Now FemTech Summit & Awards</p> 	<p>FemTech Week 2024</p> 	<p>Femtech Forum 2024</p> 
<p>Feb 9-11, 2024</p>	<p>May 10, 2024</p>	<p>Sep 25, 2024</p>	<p>Oct 17-19, 2024</p>	<p>Nov 26, 2024</p>
<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>	<p>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.</p>

Top FemTech Events in 2025

Femtech Future: Trends & Predictions for Women's Health Innovation in 2025	Femtech & Mentech Expo 2025	FemHealth Integrates 2025	FemTech Medicine and Healthcare Showcase Summit 2025	FemTechConf EMEA Conference 2025
Jan 16, 2025	Feb 26–28, 2025	Mar 18, 2025	May 16, 2025	Jun, 2025
An exclusive look at the trends, opportunities, and developments that will shape the FemTech landscape in 2025, covering advancements in digital health, investment trends, and regulatory updates.	A trade show dedicated to showcasing the latest innovations in female and male health technologies, providing a platform for industry professionals to network and collaborate.	A unique event addressing the gender gap in healthcare, focusing on both health outcomes and workforce representation, and exploring the growth of FemTech.	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.	A full-day conference featuring two tracks and multiple VIP networking events, bringing together professionals, leaders, and change-makers from across the STEM industry in EMEA to discuss topics like learning and development, leadership, diversity, and inclusion.

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 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



**FemTech
Analytics**

E-mail: info@femtech.health

Website: www.femtech.health

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