Research 2 Guidance

THE GLOBAL MARKET OF DIGITAL WOMEN'S HEALTH SOLUTIONS 2017-2024

HOW NEW TECHNOLOGY WILL REVOLUTIONIZE WOMEN'S HEALTH

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Positioning of key players, market size, top-10 countries, market entry strategies, trends, and outlook.

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WHAT IS THIS REPORT ABOUT

The report is the **most comprehensive global study** about digital solutions that support women during different stages of their lives. **The aim of this report is to analyze the revolutionary impact of digital solutions and technology on women's health in the next five years**.

Digital women's health solutions refer to software (apps, websites, databases), connected devices/sensors, and related services (e.g. coaching, data, promotion) that support women of reproductive and post-reproductive years (e.g. fertility management, prenatal care, postpartum, menopause management, gynecologic support).

The size of the market opportunity is big: Nearly **1 billion women can be targeted** with digital health solutions today. The report analyzes in detail the **current market structure** (user demand, service offerings, market segments) and how companies are exploiting the market opportunity (competition levels, market shares, market leaders). **Market leaders are profiled,** with insights about their perceived strategies, service offers, and performance provided.

The global study also **evaluates country market** opportunities and profiles top 10 country markets.

The report presents the **major trends** that will transform the digital women's health market and discusses the **most promising growth and market entry strategies for both established players and new entrants**.

Digital services for women will **become a substantial business**. The report **examines the importance of available revenue streams** including digital content, advertising, services, as well as sales connected devices, data, bundles, and accessories from **2018 to 2024**.

THE MARKET AT A GLANCE

- **Over 3,000 app-based solutions worldwide,** targeting women health issues.
- **Almost 1 billion women** who can be targeted with digital health solutions.
- **Adoption rates of digital women's health solutions exceeded 15%** of addressable market in leading country markets.
- **Market leaders captured more than 5 million of active users each.**
- **More than 220 million USD** have been invested into digital women's health startups since 2011.
- **The market has exceeded 100 million USD,** tripling in the next 5 years.
- **New business opportunities** are in **bundled services, sales of connected devices,** as well as in currently **underserved sub-segments,** such as menopause and breast cancer.

IN A NUTSHELL

- ✓ Full market study report
- ✓ Current status
- ✓ Business models & revenues
- ✓ Five major market segments
- ✓ Twelve main use cases
- ✓ 5-year forecast 2020-2024
- ✓ Top 10 Trends
- ✓ Four go-to-market strategies
- ✓ Top 10 countries profiles
- ✓ Top 10 leading market players profiles
- ✓ 140 pages
- ✓ 70 figures & 30 tables
- ✓ Published January 2020
- ✓ 1st edition

About R2G

Research2Guidance is a strategy advisory and market research company. We support business in digital healthcare and ultimately improve the way healthcare services are delivered globally. We do this by providing market and competitor insights (research) and strategy advice (guidance). Since 2010, we have empowered digital health innovators and supported their missions for better healthcare.

CONTACT THE ANALYST

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IT IS A DATA BASED REPORT ABOUT THE DIGITAL WOMEN'S HEALTH SOLUTIONS OPPORTUNITY

Graphics and illustrations highlight market insights, business model strategies, trends and forecasts. It is a very data-driven report. To ease reading, each chapter is headed by a short summary.

DIGITAL SERVICES
Current offerings

MARKET EVOLUTION
Year 2010-19

FORECASTS
Year 2020-24

TRENDS
Top 10

Profiles are used to describe **top 10 countries** and **top 10 market players with their digital service offerings**. **Company profiles** show market performance, business model and perceived digital strategy. **Country profiles** help to identify market opportunities for business growth.

COUNTRIES PROFILED

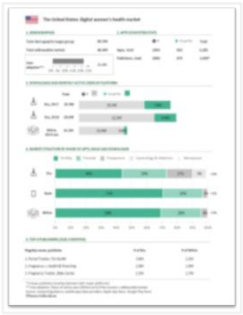
1. The United States
2. Brazil
3. Russia
4. Mexico
5. The United Kingdom
6. India
7. Germany
8. France
9. China
10. Spain

COMPANIES PROFILED

1. Health & Parenting
2. Flo Health
3. ABISHKKING
4. BioWink GmbH
5. Leap Fitness
6. BabyCenter
7. Glow
8. SimpleInnovation
9. GP International
10. Ovia Health

MARKET LEADER PROFILES
Service offerings, connected devices, performance, strategy

COUNTRY PROFILES
Demographics, Downloads & Publishers



Questions the report answers:

- ✓ What is the current status of digital solutions available in the market?
- ✓ Who are the key market players and what are their perceived strategies?
- ✓ How many downloads, users can one expect?
- ✓ How big will the market be in 2024?
- ✓ What are today's and future main revenue sources?
- ✓ What are the four most promising market entry strategies to tap into market opportunities?

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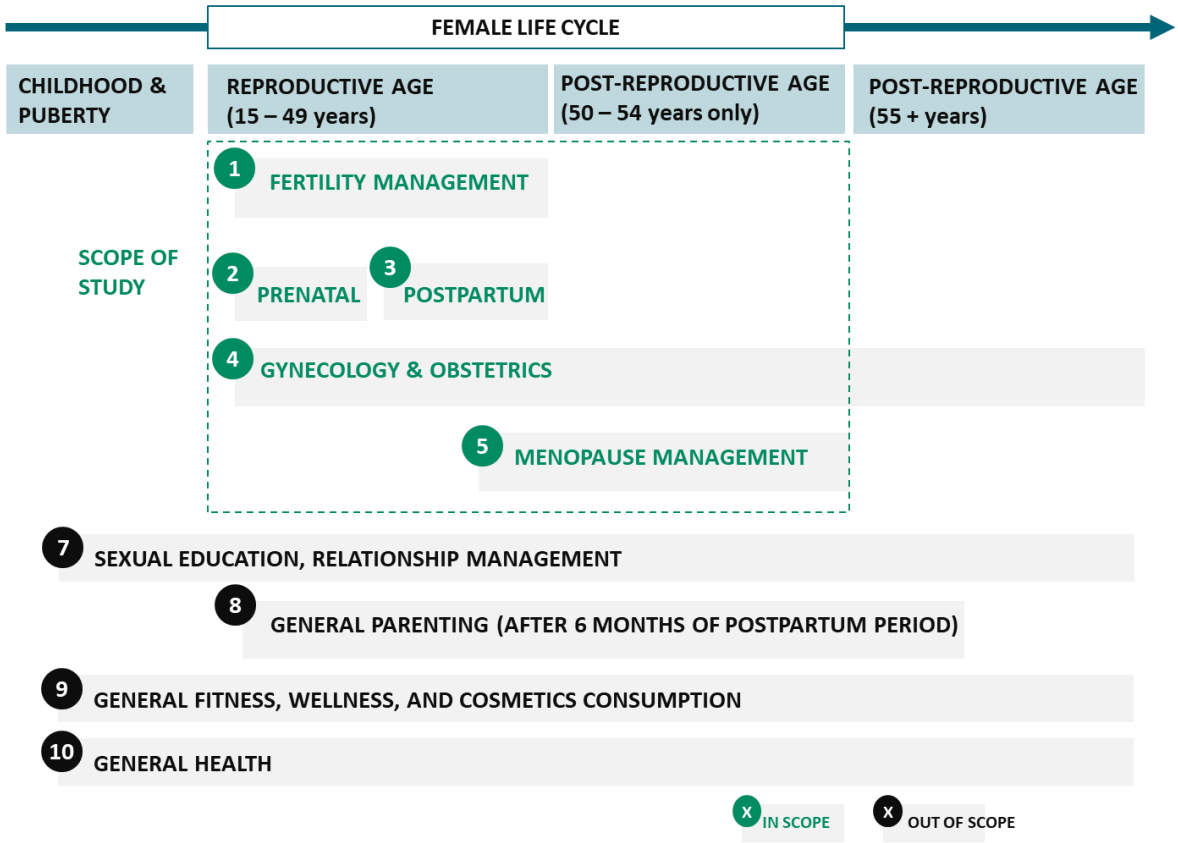
1. SCOPE OF THE REPORT

This report deals with the global market of digital solutions that support women during different stages of their lives. Currently, most digital solutions are concentrating on supporting their reproductive phase. Therefore, this report mainly looks into digital services that allow women to track and manage fertility, pregnancy, and early maternity. On the other hand, the report also explores digital services that support menopause, which is a transitional phase from a reproductive to a post-reproductive state.



The report's scope includes the following segments:

- **Fertility management:** Solutions aimed at tracking and managing period and ovulation cycles in order to prevent or facilitate ovulation
- **Prenatal management:** Solutions aimed at tracking and facilitating the period of pregnancy from conception to labor delivery
- **Postpartum management:** Solutions aimed at facilitating the health of a mother and child during the first six months following birth (postpartum period)
- **Gynecology & obstetrics:** Solutions for assisting women in major gynecological and obstetrical diseases, such as pelvic problems and breast cancer
- **Menopause management:** Solutions for assisting women in managing menopause symptoms

Digital women's health solutions refer to the software, diagnostics, products, and services that leverage technology to address specific women's health issues and improve women's health. For app-based solutions, the report focuses on *iOS* and *Android* platforms.

Due to the diversity within the digital women's health market, the report pays special attention to the market's structure, exploring in detail each of the five main market segments. The report also analyzes top players, their perceived strategies, and digital women's health offerings. The market analysis is global; yet top-10 country profiles are also provided.

The report covers the time period between 2009 and 2019 to illustrate both the current status and the history of the market. Based on actual market size and future trends, the report also gives a five-year forecast for the period from 2019 to 2024.

The analysis highlights key market KPIs, including the following:

- The size of the addressable market for digital women's health solutions.
- Various metrics that show the size and development of the demand and supply sides of the market, including number of downloads, active users, apps, and publishers.
- The breakdown of current and future revenue streams from digital content, connected devices, services (including coaching), bundles, technology licensing, and advertising and promotion.

The report pays special attention to the trends that have shaped the industry over the last two to three years and identifies the four most successful strategies for entering the digital women's health market.

Research2Guidance has been monitoring the digital health market since 2010. This report will act as a baseline for future analysis of the digital women's health solutions market.

11. APPENDIX

11.1. ABOUT RESEARCH2GUIDANCE

"We believe that digital health innovations will have a significant impact on the life of every human being, and they have already started transforming the healthcare industry. We support established healthcare companies and start-ups with insights, strategic advice, and hands-on partnership building."

R2G exists to support digital healthcare business, and ultimately improve the way healthcare services are delivered globally.

We do this by providing market and competitor insights (research) and strategy advice (guidance). We facilitate partnerships creation between best-in-class innovators and established healthcare companies, and help to align their service offerings and business models.

We strive for excellence in all we do. Our consultants are 100% dedicated to digital health.

Based in Berlin, we work on projects around the world. We support traditional healthcare companies, such as pharmaceutical, health insurance or med-tech companies, medical institutions, as well as start-ups and enterprises that want to enter the healthcare market by using digitally-enabled business models and solutions.

Our *mHealth Developer Economics* research program and panel are the largest of their kind across the global digital health industry. The research program tracks the current market status and examines the progression of trends since 2010. To give something back to the growing digital health business community, we share results of the research program in our yearly publications.

Since 2010, we have empowered digital health innovators and supported their missions for better healthcare.

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Ralf-Gordon Jahns

Ralf is the Managing Director and Co-founder of *Research2Guidance*. He has published more than 20 digital health market reports. Over the last eight years, Ralf has helped met-tech, pharmaceutical, and health insurance companies develop their digital health strategy. Prior to *Research2Guidance*, he was a partner and member of the leadership team of Capgemini Telecom Media & Networks. Ralf is a frequent keynote speaker at digital health events.

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