

# Maternal Health Market Outlook and Global Forecast to 2027

*Maternal Health Market Outlook, by Application (Hospital, Pharmaceutical, Clinic), by Type (Prenatal, Postpartum, Child Birth) - Global Forecast 2027*

PUNE, MAHARASHTRA, INDIA, April 21, 2017 /EINPresswire.com/ -- As per the statistics provided by WHO in 2015, around 3,03,000 women died because of the complications they had faced during the childbirth or pregnancy. Most of these deaths can be avoided as the necessary medical interventions exist and are well known. The key obstacle is pregnant women's lack of access to quality care before, during and after childbirth. About 20 million of women are estimated to experience pregnancy-related illness after childbirth.

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World Trade Organization (WHO) is supporting those countries who are delivering integrated, evidence-based and cost-effective care for mothers and babies during pregnancy, and childbirth. Investing in health systems – especially in training midwives and in making emergency obstetric care available round-the-clock – is key to reducing maternal mortality. Maternal health refers to women's health during pregnancy, childbirth and the postpartum period. It incorporates the health care dimensions of family planning, preconception, prenatal, and postnatal care to reduce the maternal morbidity and mortality. The leading causes of maternal mortality globally are severe bleeding following delivery (postpartum hemorrhage or PPH) and high blood pressure and seizures during pregnancy (pre-eclampsia and eclampsia). The world will not achieve ambitious global health goals— such as the Sustainable Development Goal target to reduce maternal deaths to less than 70 deaths per 100,000 annual live births by 2030—without improving access to lifesaving maternal health products. To improve access, the global health community must strengthen markets—the systems, structures, and institutions that facilitate the buying and selling of lifesaving products such as oxytocin, misoprostol, and magnesium sulfate.

Global Maternal Health: Market Application- In the [Maternal Health Market](#), Oxytocin and misoprostol are been used to prevent and treat PPH, and magnesium sulfate prevents and treats pre-eclampsia and eclampsia. There are various drugs and devices such as diaphragm, Oral Contraceptives, IUD, among others are available which are used to cure maternity issues occurred during pregnancy period in women.

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Global Maternal Health: Market growth Influencer

The major growth drivers for Maternal Health market are: rising infertility rates due to advancing maternal age among older women, nutritional deficiencies, lifestyle stress and exposure to toxic environmental agents in young women. Delayed parenthood decisions, increased patient awareness about newer contraceptive devices, growing affluence and adoption of expensive healthcare services are also driving the growth of Maternal Health market. However, inconsistent or limited product availability, lack of affordable products, and use of products that are of poor or unverified quality are the factors which are hindering the growth of Maternal Health market.

## Global Maternal Health: Market Segmentation

The Maternal Health market can be segmented on the basis of types and applications

[Global Maternal Health Market](#) by Types:

- Prenatal
- Child Birth
- Postpartum
- Others

Global Maternal Health Market by Applications:

- Hospitals
- Clinics
- Pharmaceuticals
- Others

Global Maternal Health Market Regional Analysis:

The regional analysis of Maternal Health Market includes North America, Europe, Asia Pacific, Middle East and rest of the world.

The Maternal Health Market is expected to grow with a CAGR of more than 7% during the forecasted period. The major factors involved in driving the market are: increasing initiatives from government and non-government bodies for improving maternal health across the globe, rising company investments in the development of maternal monitors, increasing number of conferences and symposia, and technological advancements.

Middle East & Africa:

The Middle East & Africa is dominating the Maternal Health Market followed by Asia and Europe. About half of the 10 million women who give birth every year in the Middle East & Africa experience some kind of complication with more than 1 million of them suffering from serious injuries that could lead to long term illness. Each year approximate 13000 women in the MENA region die of complications related to pregnancy and childbirth, although the maternal mortality ratios vary greatly by country. Three out of five maternal deaths in the region occur in four countries: Egypt, Iraq, Morocco and Yemen. Due to high infertility rates, increase in nutritional deficiencies among women and government initiatives to strengthen the maternity market in Middle East region.

Asia-Pacific:

Asia-Pacific is expected to have rapid growth in Maternity market during forecasted period. India among other countries such as China, Japan and others shows good opportunity for Maternal Health Market. According to UNICEF, India's maternal mortality rate reduced from 212 deaths per 100,000 live births in 2007 to 178 deaths in 2012. The advance is largely due to key government interventions such as the Janani Shishu Suraksha Karyakaram (JSSK) scheme which encompasses free maternity services for women and children, a nationwide scale-up of emergency referral systems and maternal death audits, and improvements in the governance and management of health services at all levels. However, adolescent and illiterate mothers and those living in hard to reach areas still have a much greater chance of dying in childbirth. Adolescent girls outside Indian cities are especially vulnerable as teenage marriage and pregnancies are very high in rural and remote areas of the country.

Latest Trends in Maternal Health Market:

Agile Therapeutics to Present at Women's Health 2016: The 24th Annual Congress: Agile Therapeutics, Inc. a women's health specialty pharmaceutical company focused on the development and commercialization of new prescription contraceptive products announced on April 15, 2016.

Global Maternal Health Market Major Players:

Some of the major players in the global Maternal Health market includes Ansell limited, Agile Therapeutics, Church & Dwight Co, CellCura ASA, Fuji Latex Co, Okamoto industries, Reckitt Benckiser Group Plc., Sanofi among others.

The reports also cover brief analysis of Geographical Region which includes:

Americas

o North America

o US

o Canada

Europe

o Western Europe

o Germany

o France

o Italy

o Spain

o U.K

o Rest of Western Europe

o Eastern Europe

o Poland

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