

Global Smart Fertility Tracker Market Size to Reach \$0.42 Billion by 2032

The Smart Fertility Tracker Market is set to grow at a CAGR of 10.59%, driven by rising infertility rates and technological advancements.

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According to the latest report by SNS Insider, the [Smart Fertility Tracker Market](#) was valued at USD 0.17 billion in 2023 and is projected to reach USD 0.42 billion by 2032, growing at a CAGR of 10.59% during the forecast period of 2024-2032.



Market Overview

Smart fertility trackers are devices that help women monitor and track their fertility cycle, enabling better family planning and reproductive health management. The market for these devices has seen remarkable growth due to increasing consumer awareness about fertility and the desire for natural methods of conception and birth control. Government initiatives and health policies focusing on improving women's health and reducing fertility-related complications have also contributed to market expansion. For instance, in the U.S., the Centers for Disease Control and Prevention (CDC) reports that approximately 12% of women aged 15-44 experience difficulty in conceiving or carrying a pregnancy to term, underlining the need for fertility solutions.

The growth of the smart fertility tracker market is also fueled by a growing preference for non-invasive, user-friendly, and affordable solutions to monitor fertility cycles, as opposed to traditional methods. Increasing access to smartphones and internet services has further accelerated the use of these trackers, which are often integrated with mobile apps to provide real-time data and insights to users. The growing desire for natural fertility tracking, coupled with the increasing use of mobile health applications, is a key factor propelling the growth of this market. With the rising number of women opting for delayed childbirth, there is an increasing need for reliable fertility trackers to monitor ovulation and menstrual cycles.

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Key Players in Smart Fertility Tracker Market

- Avawomen
- Glow
- Ovia Health
- OvaCue
- YONO
- Conceiveable
- Miracare
- Daysy
- Ifertracker
- Prima Temp
- Ava AG
- Tempdrop
- viO HealthTech Limited
- Swiss Precision Diagnostics
- Valley Electronics AG
- Inito
- Quanovate Tech Inc.
- Lady Technologies Inc.
- Raiing Medical Company

Segment Analysis:

By Utility

In 2023, the non-wearables segment dominated the smart fertility tracker market with a share of over 55%. Non-wearable devices, such as basal body temperature (BBT) trackers and ovulation predictor kits, provide an easy and convenient way for women to track their fertility cycle without the need for wearable accessories. These devices are preferred due to their simplicity, affordability, and ease of use, making them suitable for a wide demographic. However, the wearable devices segment is anticipated to experience rapid growth over the forecast period, driven by advancements in wearable technologies and the integration of fertility-tracking features with other health monitoring devices.

By Application

The Urinary Luteinizing Hormone (LH)-Based Trackers segment held the largest market share in 2023, with a 42% share. LH-based trackers are designed to detect the surge in luteinizing hormone, which is a key indicator of ovulation. These trackers are widely used for conception purposes and are among the most accurate fertility-tracking devices available in the market. The high adoption rate of LH-based trackers can be attributed to their accuracy, ease of use, and the

growing trend of women seeking ovulation prediction for conception. The growing trend of personalized fertility solutions is also contributing to the increased demand for these products.

By Distribution Channel

In 2023, online stores led the distribution channel segment, capturing over 75% of the market share. E-commerce platforms, such as Amazon and specialized health websites, offer a wide range of smart fertility trackers with detailed product descriptions, reviews, and convenient shipping options, making them the preferred choice for consumers. Additionally, online sales allow for price comparisons and greater accessibility to a global audience.

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Smart Fertility Tracker Market Segmentation

By Utility

- Wearable
- Non-wearable

By Application

- Basal Body Temperature-based Trackers
- Urinary Luteinizing Hormone-based Trackers
- Electrolyte-level-based Trackers
- Others

By Distribution Channel

- Online Store
- Offline Store

North America remained the dominant region in the smart fertility tracker market in 2023, holding a 48.33% market share.

The region's dominance can be attributed to a strong presence of key players in the market, high healthcare spending, and a growing trend toward self-care and wellness among women. The U.S., in particular, is a major market due to its robust healthcare system, widespread awareness of fertility issues, and an increasing number of women opting for fertility monitoring solutions. Government initiatives aimed at improving reproductive health and wellness, such as the U.S. National Infertility Awareness Week, have further fueled demand for fertility trackers.

The APAC region is projected to grow with the highest growth rate during the forecast period. Factors contributing to this growth include rising disposable incomes, increased access to healthcare, and growing awareness about fertility and family planning in emerging economies such as China, India, and Japan. The development of e-commerce platforms in these regions is

also expected to drive the adoption of smart fertility trackers.

Recent Developments:

- In October 2023, Fitbit launched a new feature in its wearable fitness trackers, which allows women to monitor their fertility and menstrual cycles, providing real-time data through its mobile app. This feature is expected to increase the company's market share in the smart fertility tracker space.
- In September 2023, Natural Cycles, a digital contraceptive and fertility app, secured FDA approval for its algorithm, which tracks a woman's fertility cycle and helps users make informed decisions regarding conception. The approval is expected to drive the adoption of Natural Cycles and similar fertility-tracking apps.

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