

Women Wearable Fertility Monitors Market to Hit USD 7.03 Billion by 2032, Driven by Rising Health Awareness

With a CAGR of 10.34%, the market is expanding as women prioritize reproductive health, fueling demand for advanced fertility tracking.

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According to Research by SNS Insider, The Global [Women Wearable Fertility Monitors Market](#) was valued at USD 3.02 billion in 2023 and is anticipated to reach USD 7.03 billion with a CAGR of 10.34% from 2024-2032. Women's

wearable fertility monitors market is experiencing a stable growth rate attributed to increasing consciousness regarding reproductive health and the development of wearable sensor technology. The demand for non-invasive accurate solutions for tracking fertility in addition to the rise in adoption of digital health technologies as well as growing consumer preference towards at-home reproductive health management is fuelling the market expansion.

Key Players in Women Wearable Fertility Monitors Market

- Tempdrop
- Ovatera
- Ava Science
- kegg
- Clearblue
- Food Freedom Fertility
- Kindara
- OvuSense
- Proov
- Natural Cycles



By Type The Basal Body Temperature (BBT) monitor segment held the largest share of 40% in 2023.

Best Budget Temp (BBT) Monitors are most used because cheap and easy to use and those devices measure minute temperature changes in the body to forecast ovulation story continues and therefore become preferred methods of natural family planning for women. AI-powered predictive analytics helps lower the percentage of inaccurate BBT monitors and thus increases their adoption.

By Technology, the Sensors segment dominated all other segments with 48% of the total revenue share in 2023.

The adoption of sensor-based fertility monitors is increasing due to their precision and ability to provide real-time insights. These devices, often equipped with biometric tracking capabilities, enable users to monitor key fertility indicators such as hormonal changes, heart rate variability, and body temperature. Wearables now include sensors to work with mobile applications and improve user experience.

Based on the Distribution Channel, the E-Commerce segment generated a notable revenue share of 60% in 2023.

Wearable fertility monitors have become easily accessible thanks to the boom of digital marketplace and direct-to-consumer brands. Online availability of diversified products to consumers, competitive pricing, and consumer reviews impacts their buying behaviour. The expansion of telehealth services has further driven online sales, as healthcare providers recommend digital fertility tracking solutions.

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Women Wearable Fertility Monitors Market Segmentation

By Type

- Basal Body Temperature (BBT) Monitors
- Hormone-based Monitors
- Combination Monitors
- Others

By Technology

- Sensors
- Connectivity
- Data Analysis Capabilities

By Distribution Channel

- E-Commerce
- Pharmacies
- Fertility clinics

In 2023, North America also dominated the Women Wearable Fertility Monitors Market due to its largest share as approximately 45% of total revenue.

Factors contributing to the highest market share in the region include high wearable device adoption, developed healthcare infrastructure, and the focus on women's health and wellness. This region has also witnessed rising demand due to factors such as government initiatives and high adoption of health-oriented lifestyle. Further, the availability of resources which is related to women reproductive health and awareness programs have increased in the United States, Canada and other countries focusing on fertility health. This is creating a significant space for the further development of the market for women wearable fertility monitors.

The highest growth rate in CAGR from 2024 to 2032 is anticipated in Asia Pacific. The growing awareness regarding fertility monitoring, the growth of smart wearable devices, and improvement of healthcare infrastructure, are facilitating the growth of the market in this region. With pregnancy being postponed and an increase in disposable income, countries such as China, India, Japan, etc., are experiencing an increased need for fertility monitor solutions.

Recent Highlights

- In 2024, Ava Science Inc. launched an AI-powered fertility tracking wearable with enhanced predictive accuracy, providing real-time ovulation insights for women.
- In 2024, Tempdrop announced an expansion in its direct-to-consumer sales, leveraging e-commerce platforms to cater to a global customer base.

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Jagney Dave

SNS Insider Pvt. Ltd

+1 315 636 4242

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