

Fetal and Neonatal Monitoring Devices Market to Reach \$13.6 Billion by 2031, CAGR 6.6% Driven by High-Risk Pregnancies

Global fetal & neonatal monitoring devices market grows from \$8.18 Billion in 2023 to \$13.6 Billion by 2031, fueled by hospital adoption & NICU demand.

AUSTIN, TX, UNITED STATES, August 27, 2025 /EINPresswire.com/ -- According to the DataM Intelligence report, the [fetal and neonatal monitoring devices market](#) reached US\$8.18 billion in 2023 and is expected to reach US\$13.6 billion by 2031, growing at a CAGR of 6.6% during the forecast period 2024–2031. The increasing prevalence

of high-risk pregnancies, coupled with a surge in preterm births and neonatal complications, has fueled demand for advanced monitoring solutions. The cardiotocography (CTG) segment currently leads the product type category due to its wide adoption in hospitals and maternity clinics. Regionally, North America dominates the market, driven by high healthcare expenditure,

advanced medical infrastructure, and supportive government initiatives promoting maternal and child health.

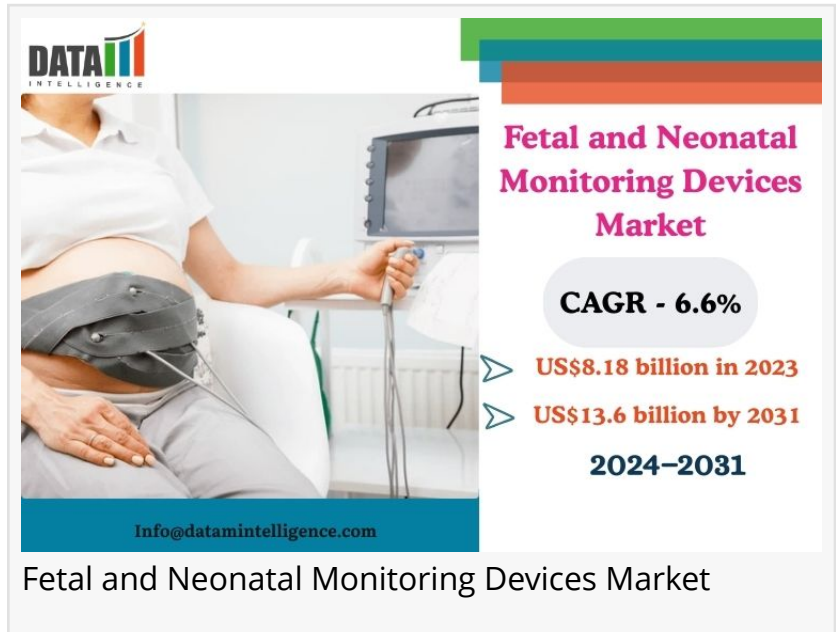
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The fetal & neonatal monitoring devices market, valued at \$8.18 Billion in 2023, is projected to reach \$13.6 Billion by 2031 at 6.6% CAGR, driven by rising high-risk pregnancies & NICU adoption.”

DataM Intelligence

The fetal and neonatal monitoring devices market has experienced significant growth in recent years, driven by rising awareness of maternal and neonatal health, technological advancements, and increasing incidences of pregnancy-related complications. These devices are critical in monitoring the health of fetuses and newborns, providing real-time data that helps healthcare professionals make informed decisions. With

advancements such as wireless fetal monitors, non-invasive sensors, and integrated neonatal



monitoring systems, hospitals and clinics are increasingly adopting sophisticated devices to ensure the safety of both mothers and newborns.

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Key Highlights from the Report

- The global fetal and neonatal monitoring devices market is witnessing robust growth due to technological innovation.
- Cardiotocography (CTG) devices are the leading product segment in the market.
- Hospitals remain the largest end-users, accounting for the majority of demand.
- North America dominates the market owing to superior healthcare infrastructure and high adoption rates.
- Rising awareness of maternal and neonatal care is a significant growth driver.
- Wireless and non-invasive monitoring devices are emerging as key trends in the industry.

Market Segmentation

The fetal and neonatal monitoring devices market can be segmented based on product type, end-user, and geography.

By Product Type: The market primarily includes cardiotocography (CTG) devices, fetal ultrasound devices, pulse oximeters, neonatal incubators, and multiparameter monitors. CTG devices remain the most widely used due to their ability to track fetal heart rate and uterine contractions efficiently. Pulse oximeters and multiparameter monitors are increasingly preferred in neonatal intensive care units (NICUs) for continuous monitoring of oxygen saturation, heart rate, and other vital parameters.

By End-User: Hospitals are the primary end-users, benefiting from advanced infrastructure and specialized staff. Specialty clinics, particularly in urban regions, are adopting monitoring devices to provide personalized maternal and neonatal care. Research institutes and academic hospitals also form a niche segment, using devices for clinical research, training, and improving neonatal outcomes.

By Application: The devices are employed for prenatal monitoring, intrapartum monitoring, and postnatal care. Prenatal and intrapartum monitoring hold significant market shares due to their critical role in early detection of fetal distress, while postnatal monitoring is gaining traction in NICUs and home-care setups.

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Regional Insights

Regionally, North America leads the fetal and neonatal monitoring devices market, largely due to high healthcare spending, early adoption of advanced technologies, and robust government support for maternal and child health programs. The United States, in particular, drives growth, supported by initiatives to reduce maternal mortality and improve neonatal outcomes.

Europe follows closely, with Germany, the UK, and France showing strong demand for technologically advanced monitoring devices. Growing awareness of maternal health and government policies promoting hospital infrastructure upgrades are key factors supporting market expansion in the region.

Asia-Pacific is emerging as the fastest-growing market, driven by increasing hospital deliveries, rising investments in healthcare infrastructure, and a growing population. Countries like China and India are witnessing heightened adoption of fetal and neonatal monitoring devices, particularly in urban hospitals and maternity clinics. Latin America and the Middle East & Africa are gradually expanding, supported by rising healthcare awareness and increasing accessibility to advanced medical devices.

Market Dynamics

Market Drivers

The primary driver of the fetal and neonatal monitoring devices market is the rising incidence of high-risk pregnancies, preterm births, and neonatal complications. Healthcare providers are increasingly prioritizing maternal and child health, leading to a higher demand for real-time monitoring solutions. Technological advancements, such as wireless fetal monitors, wearable devices, and AI-powered analytics, are further propelling market growth. Additionally, government initiatives and awareness campaigns targeting maternal and neonatal mortality reduction significantly contribute to the market's expansion.

Market Restraints

Despite positive growth trends, the market faces certain challenges. High costs associated with advanced fetal and neonatal monitoring devices can limit adoption in developing regions. Furthermore, the requirement for skilled personnel to operate these sophisticated devices and the potential for device-related errors can hinder widespread deployment. Regulatory hurdles and lengthy approval processes also pose constraints for manufacturers aiming to launch new products.

Market Opportunities

The market presents significant opportunities in emerging regions, particularly Asia-Pacific and Latin America, where healthcare infrastructure is rapidly improving. The development of portable, wireless, and non-invasive monitoring devices suitable for home and rural healthcare

settings is opening new avenues. Integration of AI and cloud-based analytics to enhance predictive monitoring capabilities offers a promising growth trajectory for market players.

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Reasons to Buy the Report

- Gain comprehensive insights into market trends, drivers, and growth opportunities.
- Access detailed regional and segmental analysis for strategic planning.
- Understand competitive landscape and key player developments.
- Obtain data-backed forecasts for informed decision-making.
- Explore emerging technologies and innovations shaping the market.

Frequently Asked Questions (FAQs)

- How big is the global fetal and neonatal monitoring devices market?
- What are the key drivers of the fetal and neonatal monitoring devices market?
- Who are the key players operating in this market?
- What is the projected growth rate of the market from 2024 to 2031?
- Which region is estimated to dominate the industry during the forecast period?

Company Insights

Key players operating in the fetal and neonatal monitoring devices market include:

- GE Healthcare
- Philips Healthcare
- Siemens Healthineers
- Medtronic
- Natus Medical Incorporated
- Mindray Medical International
- Schiller AG
- Nihon Kohden Corporation

Recent Developments:

Philips Healthcare launched a new wireless fetal and maternal monitoring system that integrates AI-driven analytics to enhance predictive care.

GE Healthcare expanded its neonatal monitoring product portfolio with non-invasive and portable devices to cater to growing NICU requirements in Asia-Pacific.

Conclusion

The fetal and neonatal monitoring devices market is set to witness substantial growth over the coming years, driven by technological advancements, rising maternal and neonatal care awareness, and increasing incidences of high-risk pregnancies. While cost and regulatory challenges exist, emerging markets and innovations in wireless and non-invasive monitoring systems present lucrative opportunities for industry players. With a growing focus on maternal and child health, the market is poised to play a critical role in improving healthcare outcomes globally.

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