

Fertility Tourism Market Poised for 30.3% CAGR Growth Through 2032, Notes Persistence Market Research

Fertility tourism is growing as patients travel abroad for affordable IVF, surrogacy, and donor treatments, driven by costs, policies, and success rates.

BRENTFORD, ENGLAND, UNITED KINGDOM, September 29, 2025 /EINPresswire.com/ -- The global [fertility tourism market](#) is experiencing robust growth, projected to reach a valuation of US\$ 2,046.4 million by 2025. The market is anticipated to expand at a compound annual growth rate (CAGR) of 30.3% from 2025 through 2032, culminating in an estimated value of US\$ 13,080 million by 2032. This surge is fueled by increasing demand for affordable and accessible reproductive services among patients from high-income countries traveling to destinations with lower treatment costs. Key regions attracting fertility tourists include Southern Europe—especially Spain and Cyprus—as well as Asian hubs like Thailand and Singapore. These countries are renowned for offering comprehensive “IVF holiday” packages combining medical treatment with travel, which enhances the market’s appeal.



Key Industry Highlights

In 2025, in vitro fertilization (IVF) is expected to dominate the treatment type segment with a 47.6% market share, attributed to its customized approach enabling embryo selection based on genetic profiling.

The age demographic of 30 to 39 years is projected to represent 41.9% of market share, driven by heightened fertility awareness in this group.

Geographically, North America is poised to hold a 26.9% share, propelled by favorable U.S. regulations on gestational surrogacy attracting international patients.

Innovations in embryo freezing and preimplantation genetic testing (PGT) are anticipated to

further stimulate growth, while countries such as Thailand, Spain, and Colombia remain preferred destinations due to their cost-effectiveness and quality standards.

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Market Dynamics

Driver:

The escalating cost of fertility treatments domestically, particularly in developed markets such as the U.S., acts as a strong impetus for patients seeking fertility care abroad. IVF procedures in the U.S. can cost upwards of US\$ 25,000 per cycle, whereas comparable treatments in countries like the Czech Republic, Spain, and Greece are available at 50-70% reduced costs without compromising success rates. This price differential, coupled with comprehensive treatment packages including legal and accommodation services, incentivizes cross-border fertility care.

Restraint:

Legal and ethical constraints present significant challenges. Certain countries, including Italy, have imposed stringent regulations banning surrogacy not only domestically but also penalizing citizens who seek such treatments abroad. This legal environment curtails the unrestricted flow of fertility tourists and raises concerns about potential legal ramifications for intended parents. The growing political and ethical scrutiny around assisted reproduction therapies may limit market accessibility and growth.

Opportunity:

Emerging markets like Colombia offer substantial growth potential. Colombia's medical tourism sector is thriving, supported by fertility clinics adhering to global standards and accreditations such as Global Healthcare and Certified Medical Travel Professionals (CMTF). Enhanced English proficiency and translation services in Colombia improve patient communication, making it an attractive alternative destination. These developments represent a pivotal opportunity for market expansion into Latin America.

Category-wise Analysis

The fertility tourism market is segmented by treatment type, age group, and region. IVF treatment leads the market with nearly half the market share due to improved success rates, especially for women over 40 who benefit from advancements in reproductive medicine allowing the use of their own eggs. Egg and sperm donation services are also projected to grow, particularly among women with diminished ovarian reserves or post-cancer treatment patients. Age-wise, the 30-39 segment dominates due to increased fertility awareness, followed by the 40-

49 group, where declining fertility necessitates advanced assisted reproductive technologies (ART).

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Regional Insights

North America: The U.S. is a key player due to liberal gestational surrogacy laws in states like California and Illinois, enabling pre-birth parental rights regardless of nationality or marital status. This legal environment attracts numerous international patients seeking surrogacy services unavailable in their home countries.

Asia Pacific: India, Thailand, and Malaysia dominate this region's fertility tourism market. India's ART Regulation Act of 2021 enforces stringent quality standards and ethical practices, enhancing patient trust. Thailand boasts internationally accredited fertility centers with competitive pricing, while Malaysia's government-driven healthcare travel initiatives aim to increase international patient inflow.

Europe: Spain remains a leading destination due to financial compensation for donors and anonymity laws, which support a high volume of donor-assisted fertility treatments. The Czech Republic offers favorable laws for fertility preservation and attracts many patients with medical conditions requiring egg freezing. Greece, with progressive reproductive rights and legal clarity, also retains prominence in Europe.

Competitive Landscape

The fertility tourism market is marked by rapid infrastructure expansion and technological adoption. Governments and private sector players are investing heavily in advanced fertility centers equipped with cutting-edge medical devices. Notable developments include Korean Medical Center's new advanced fertility center in Qatar, Burjeel Holdings' launch of the Trust Fertility Clinic in Abu Dhabi—the largest in the UAE—and India-based MGM Healthcare's innovative IVF services. These developments underline the growing global emphasis on personalized and technologically sophisticated fertility care.

Key Players:

San Diego Fertility Center

IVF-Life

Barcelona IVF

Eva Fertility Clinics

The Surrey Park Clinic

Bumrungrad International Hospital

Assisted Reproduction and Gynecology Centre
Sincere IVF Center
Alpha IVF & Women's Specialists
Genesis IVF
Manchester Fertility Services Ltd
Apollo Fertility
Others

Market Segmentation:

By Treatment Type

In Vitro Fertilization (IVF)
Intrauterine Insemination (IUI)
Egg & Sperm Donation
Cryopreservation
Hormonal Therapy & Ovulation Induction
Others

By Age Group

18 to 30
30 to 39
40 to 49
50+

By Region

North America
Europe
East Asia
South Asia and Oceania
Latin America
Middle East and Africa

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Recent Developments

Significant recent initiatives highlight the market's growth trajectory. In March 2025, the Korean Medical Center launched its state-of-the-art fertility facility in Qatar, focusing on holistic care for couples. Burjeel Holdings opened the UAE's largest fertility center in October 2024, emphasizing comprehensive fertility solutions. In September 2024, MGM Healthcare in India debuted a

specialized IVF center with novel treatment technologies aimed at enhancing patient outcomes. These developments reflect an industry-wide trend toward expanding capacity, improving care quality, and integrating innovative reproductive technologies.

Future Outlook

The fertility tourism market is positioned for exponential growth driven by increasing infertility rates, technological advancements, and rising treatment costs in developed nations. Between 2025 and 2032, the market's CAGR of 30.3% underscores strong demand from patients seeking affordable, high-quality fertility care globally. Legislative dynamics will continue to shape market contours, with countries adopting more favorable policies likely to dominate. Moreover, medical innovations such as embryo freezing and PGT will broaden treatment options, especially for older women. Emerging markets, particularly Colombia and Southeast Asia, are expected to gain prominence due to enhanced service standards and strategic government support.

In conclusion, fertility tourism is evolving into a sophisticated and lucrative sector within the broader healthcare tourism industry. Providers offering comprehensive, patient-centric solutions combined with affordability and legal clarity will capture the largest market share. Businesses and investors poised to capitalize on technological innovation, regulatory favorable climates, and emerging markets stand to benefit substantially from this burgeoning global demand for reproductive healthcare services.

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