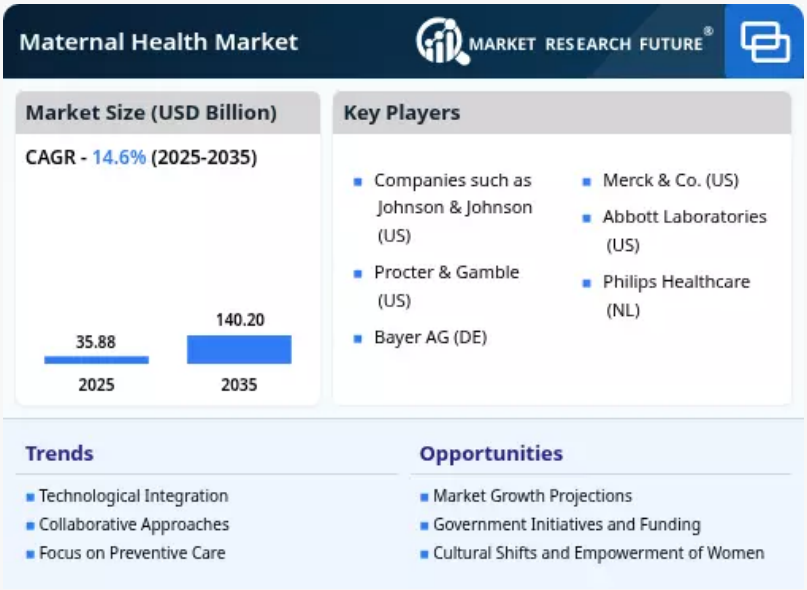
Maternal Health Market to reach USD 140.2 Billion by 2035 at 14.6% CAGR

Maternal Health Market to Surge from USD 31.31 Billion in 2024 to USD 140.2 Billion by 2035—Rising Awareness of Maternal Healthcare, Technological Advancements



Maternal Health Market 2025-2035

NY, CA, UNITED STATES, September 3, 2026 /EINPresswire.com/ -- As per Market Research Future, the global Maternal Health Market size is projected to reach USD 140.2 Billion by 2035 from USD 31.31 Billion in 2024, at a CAGR of 14.6% during the forecast period 2025–2035. The market base was estimated at USD 31.31 Billion in 2024, with the first year of the forecast period (2025) valued at USD 35.88 Billion.

The 14.6% CAGR is propelled by three converging forces: rising awareness of maternal healthcare and increasing government initiatives to reduce maternal mortality, with governments worldwide allocating substantial budgets to enhance maternal healthcare services; expanding access to prenatal, delivery, and postnatal services, with WHO reporting approximately 86% of pregnant women globally received at least one antenatal care visit in recent years; and technological advancements in healthcare, including telemedicine, mobile health applications, and wearable devices that are enhancing maternal care delivery and empowering women with information and resources.

Global health organizations and government bodies are amplifying this momentum. According to WHO data, approximately 86% of pregnant women globally received at least one antenatal care visit, reflecting substantial improvements in maternal healthcare access. World Bank data indicates that global health expenditure continues to rise across developed and emerging economies, supporting maternal healthcare infrastructure expansion. North America leads the market with over 50.02% share, generating around USD 15.66 billion in revenue in 2024, supported by advanced healthcare infrastructure and supportive government policies.

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Key Market Trends & Growth Drivers

Government Initiatives and Funding

Government initiatives aimed at improving maternal health are significantly influencing the Maternal Health Market. Many countries are allocating substantial budgets to enhance maternal healthcare services, focusing on reducing maternal mortality and morbidity rates. National health programs in various regions are being funded to provide comprehensive maternal care, including prenatal check-ups and emergency obstetric services. This financial support is expected to bolster the market, with estimates suggesting growth to USD 140.2 Billion by 2035.

Technological Integration

The incorporation of advanced technologies into maternal health services is becoming increasingly prevalent. Telemedicine, mobile health applications, and electronic health records are enhancing access to care and facilitating better communication between patients and healthcare providers. Johnson & Johnson continues product development and innovation in digital health and maternal care solutions, with digital health platforms, telemedicine, and connected care programs expanding maternal healthcare access. These initiatives support earlier interventions, improved patient monitoring, and better pregnancy outcomes.

Cultural Shifts and Empowerment of Women

Cultural shifts towards the empowerment of women are having a profound impact on the Maternal Health Market. As women gain greater access to education and economic opportunities, they are increasingly prioritizing their health and well-being. This empowerment is leading to a demand for comprehensive maternal health services that cater to their specific needs. Published studies in PubMed demonstrate that higher female education levels are strongly associated with increased utilization of antenatal care services and skilled birth attendance.

Rising Awareness of Maternal Health Issues

The Maternal Health Market is experiencing a surge in awareness regarding maternal health issues, driven by increased advocacy and education initiatives. Governments and non-governmental organizations are actively promoting maternal health programs, leading to improved access to prenatal and postnatal care. Campaigns aimed at reducing maternal mortality rates have gained traction, particularly in developing regions. IHME findings show continued reductions in maternal mortality rates across numerous countries due to enhanced

awareness campaigns and healthcare interventions.

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Market Segment Insights

BY APPLICATION

Prenatal Care: Largest segment with approximately 42% share in 2024, driven by rising antenatal screening utilization globally. Prenatal care holds the largest market share due to its vital role in ensuring the health of both mother and child during pregnancy.

Maternal Mental Health: Fastest-growing segment, reflecting increasing awareness about the mental health challenges faced by mothers during and after pregnancy. There is a growing emphasis on holistic maternal care that includes addressing mental health.

Postnatal Care: Significant segment supporting maternal recovery and newborn care.

Maternal Nutrition: Important segment reflecting the importance of comprehensive maternal care.

Family Planning: Significant segment with projected valuation of USD 30.0 Billion by 2035.

BY PRODUCT TYPE

Healthcare Services: Largest segment with approximately 48% share in 2024, reflecting strong demand for comprehensive maternal care. Healthcare Services stands as the dominant force, providing essential prenatal and postnatal care that directly impacts maternal and infant health outcomes.

Digital Health Solutions: Fastest-growing segment, leveraging technology to improve access to maternal health information, facilitate remote monitoring, and enhance patient engagement.

Pharmaceuticals: Significant segment supporting maternal health through specialized medications.

Medical Devices: Projected to reach USD 25.0 Billion by 2035.

BY END USER

Hospitals: Largest segment with approximately 61% share in 2024, driven by specialized obstetric infrastructure and advanced maternal services. Hospitals provide comprehensive maternal care

services, encompassing labor and delivery units, prenatal services, and postpartum care.

Clinics: Fastest-growing end-user segment, emerging as important players by focusing on preventive care and early intervention, addressing maternal health needs in a more personalized setting.

Telehealth Providers: Growing segment expanding access to maternal care and supporting remote monitoring.

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Regional Outlook

North America — Dominant Market (~50.02% Share, 2024)

United States: Generates approximately significant majority of North American revenue, driven by advanced healthcare infrastructure, increasing awareness of maternal health issues, and supportive government policies. According to CDC data, approximately 3.6 million births occur annually in the United States, creating sustained demand for prenatal care, maternal monitoring services, and postnatal support.

Canada: Contributes to regional growth with focus on preventive care and wellness.

Mexico: Growing market with increasing healthcare access.

Europe — Second Largest (USD 10 Billion, 2024)

Germany: Leads the region, driven by increasing investments in healthcare and a growing focus on maternal health initiatives.

United Kingdom: Key contributor with strong regulatory frameworks and public health campaigns.

France: Significant market with focus on maternal health innovation.

Italy: Growing market with emphasis on comprehensive maternal care.

Spain: Contributing to regional growth through healthcare investments.

Nordic Countries: Strong focus on maternal health and wellness programs.

Russia: Emerging market with increasing healthcare investments.

Rest of Europe: Diverse regulatory frameworks and growing demand.

Asia-Pacific — Rapidly Growing Market

The Asia-Pacific region is witnessing significant growth, driven by rising healthcare expenditure, increasing awareness of maternal health issues, and government initiatives aimed at improving maternal care. Countries like China and India are at the forefront, with a focus on enhancing healthcare infrastructure and maternal health services. The competitive landscape features both multinational corporations and local players.

Middle East and Africa — Emerging Health Initiatives

The Middle East and Africa region's Maternal Health Market is driven by increasing healthcare investments and initiatives aimed at improving maternal health outcomes. Governments are prioritizing maternal health, implementing policies to enhance access to care and reduce maternal mortality rates. Leading countries include South Africa and Nigeria, where local and international organizations are working to improve maternal health services.

Competitive Landscape and Recent Developments

The Maternal Health Market is characterized by a dynamic competitive landscape, driven by increasing awareness of maternal health issues and the growing demand for innovative healthcare solutions.

KEY COMPANIES AND RECENT MILESTONES

Johnson & Johnson (US): Continues product development and innovation in digital health and maternal care solutions while strengthening strategic partnerships with healthcare organizations worldwide. Digital health platforms, telemedicine, and connected care programs are expanding maternal healthcare access.

Procter & Gamble (US): Has expanded its healthcare portfolio through mergers, acquisitions, and portfolio expansion initiatives while benefiting from regulatory approvals and clinical advancements across women's health segments.

Bayer AG (DE) (September 2025): Expanded its partnership with a non-profit organization focused on maternal health education in underserved communities. Continues product development and innovation in women's healthcare, supported by regulatory approvals and clinical advancements.

Merck & Co. (US) (November 2025): Announced a collaboration with a leading telehealth provider to enhance access to maternal health services, aligning with the growing trend of digital health

solutions.

Abbott Laboratories (US) (October 2025): Launched a new line of prenatal vitamins specifically designed for women with dietary restrictions, reflecting a keen understanding of diverse consumer needs.

Other Key Players: Philips Healthcare (NL), GE Healthcare (US), Hologic, Inc. (US), Ferring Pharmaceuticals (CH), MediSafe (US).

Future Outlook: 2025–2035

The Maternal Health Market is projected to reach USD 140.2 Billion by 2035, growing at a CAGR of 14.6%, driven by technological advancements, increased healthcare access, and rising awareness.

New opportunities lie in:

Telehealth platforms for prenatal consultations expanding access to maternal care in underserved areas.
Wearable health monitoring devices for expectant mothers enabling continuous health tracking and early intervention.
Mobile applications for maternal health education and support empowering women with information and resources.
Integration of AI and digital health solutions for personalized maternal care and improved health outcomes.
Collaborative approaches among governments, NGOs, and private organizations to create comprehensive programs addressing both medical and social aspects of maternal health.
By 2035, the Maternal Health Market is expected to be robust, reflecting substantial growth and innovation.

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