Surrogacy Market to Reach USD 78.68 Bn by 2031 Driven by IVF Advances and Rising Fertility Demand | Mordor Intelligence

Surrogacy Market to register a CAGR of 22.19% during 2026–2031, with North America leading the global market.

HYDERABAD, TELANGANA, INDIA, September 22, 2026 /EINPresswire.com/ -- According to Mordor Intelligence, the surrogacy market size is estimated at USD 28.91 billion in 2026 and is projected to reach USD 78.68 billion by 2031, expanding at a CAGR of 22.19% during the forecast period (2026–2031). The market is benefiting from rising infertility prevalence, delayed parenthood, broader acceptance of diverse family structures, fertility tourism, and advances in in-vitro fertilization (IVF). Increasing adoption of artificial intelligence for embryo selection and preimplantation genetic testing is also influencing treatment pathways, while employer-funded fertility benefits are helping address some of the financial barriers associated with assisted reproduction. Regulatory changes across major fertility markets continue to influence domestic and cross-border surrogacy arrangements.

Surrogacy Market Key Growth Factors

Rising Infertility and Delayed Parenthood Strengthen Surrogacy Demand

Increasing infertility prevalence and delayed parenthood are supporting demand for assisted reproductive services, including surrogacy. Later family formation can increase the need for fertility interventions, while greater awareness of available reproductive options is expanding access to fertility centers and specialized providers. Employer-sponsored fertility benefits are also becoming an important consideration as organizations expand support for assisted reproductive treatments.

Advances in IVF and AI-Based Embryo Selection Support Treatment Adoption

IVF accounted for 66.12% of the surrogacy market in 2025, reflecting its central role in gestational surrogacy. Fertility providers are increasingly adopting technologies such as AI-assisted embryo selection, genetic testing, time-lapse imaging, and laboratory automation. These developments are supporting more data-driven treatment decisions and contributing to the expansion of IVF-enabled surrogacy services.

"As demand for assisted reproductive and surrogacy services evolves across global markets, decision-makers benefit from research grounded in transparent sourcing, consistent validation, and balanced market assessment. Mordor Intelligence applies a structured methodology designed to provide a dependable view of market developments, competitive activity, and factors influencing future demand," says Soumya Goud, Senior Research Manager, Mordor Intelligence.

Fertility Tourism and Cross-Border Arrangements Expand Market Opportunities

Cross-border surrogacy continues to shape the global market as intended parents consider differences in treatment costs, availability, healthcare infrastructure, and legal frameworks. Mordor Intelligence projects cross-border arrangements to expand faster than domestic arrangements through 2031. However, changing parentage requirements and differences in national regulations continue to influence international patient flows and provider strategies.

Surrogacy Market Recent Industry Developments

June 2026 – UK fertility regulator published updated 2024 treatment statistics

The Human Fertilisation and Embryology Authority (HFEA) published its Fertility Treatment 2024: Trends and Figures report in June 2026. The report shows that IVF treatment in the UK has expanded substantially over the past three decades, while the number of surrogates receiving IVF treatment remained broadly stable at around 230–250 annually in recent years.

June 2026 – HFEA highlighted evidence considerations surrounding fertility treatment add-ons

On June 24, 2026, the HFEA published a statement concerning a new study examining evidence for fertility-treatment add-ons. The regulator reiterated requirements for clinics to provide patients with information about treatment add-ons, including their potential benefits, costs, and available evidence.

Surrogacy Market Segmentation Insights

By Type

Gestational Surrogacy

Traditional Surrogacy

By Compensation Model

Commercial Surrogacy

Altruistic Surrogacy

By Technology

Intrauterine Insemination (IUI)

In-Vitro Fertilization

Classic / Standard IVF

Intracytoplasmic Sperm Injection (ICSI)

Other Technologies

By Intended Parent Type

Heterosexual Couples

Same-Sex Couples

Single Intended Parents

Others

By Service Provider

Fertility Centers

Hospitals

Surrogacy Agencies

Independent Consultants

By Arrangement Geography

Domestic Surrogacy

Cross-Border Surrogacy

By Geography

North America

United States

Canada

Mexico

Europe

Germany

United Kingdom

France

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

Australia

South Korea

Rest of Asia-Pacific

Middle East and Africa

GCC

South Africa

Rest of Middle East and Africa

South America

Brazil

Argentina

Rest of South America

Surrogacy Market Regional Insights

North America represents the largest regional market, accounting for 40.78% of global revenue in 2025. The region benefits from established fertility infrastructure, a developed assisted-reproduction ecosystem, and expanding employer-sponsored fertility benefits. The United States remains an important destination for surrogacy services, while Canada operates under an altruistic framework.

Europe presents a diverse regulatory environment, with rules governing commercial and altruistic surrogacy varying considerably between countries. Changes affecting international parentage recognition and birth registration continue to influence cross-border arrangements and the movement of intended parents between countries.

Asia-Pacific is projected to be the fastest-growing regional market, registering a CAGR of 22.92% during 2026–2031. Growth is supported by expanding fertility infrastructure, increasing adoption of assisted reproductive technologies, and evolving regulatory frameworks across countries including India, Thailand, China, Japan, and Australia.

The Surrogacy Market report is also available in the following languages:

Japanese: https://www.mordorintelligence.com/ja/industry-reports/surrogacy-market?utm_source=einpr

French: https://www.mordorintelligence.com/fr/industry-reports/surrogacy-market?utm_source=einpr

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Surrogacy Market Competitive Landscape

The surrogacy market is moderately fragmented, with fertility centers, surrogacy agencies, hospitals, and specialized reproductive-health providers competing across different stages of the patient journey. Fertility centers benefit from integrated IVF capabilities, while specialized agencies increasingly use technology for surrogate matching, case management, and legal coordination. Market participants are also focusing on transparent pricing, screening processes, legal support, and cross-border patient services as regulatory requirements evolve.

Surrogacy Market Key Companies

• IVI RMA Global

• Virtus Health

• Bourn Hall Clinic

• Circle Surrogacy

• New Hope Fertility Center

• Ovation Fertility

• Nova IVI Fertility

• Create Fertility Centre

• CNY Fertility

• Reproductive Medicine Associates of New Jersey

Discover the latest trends, growth opportunities, and competitive developments in the Surrogacy Market: https://www.mordorintelligence.com/industry-reports/surrogacy-market?utm_source=einpr

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In Vitro Fertilization Market Size

The In Vitro Fertilization Market is expected to grow from USD 30.90 billion in 2026 to USD 45.90 billion by 2031, registering a CAGR of 8.28%, supported by rising infertility prevalence, advances in embryo selection, increasing adoption of laboratory automation, and growing fertility-clinic capacity.

Assisted Reproductive Technology Market

The Assisted Reproductive Technology Market is projected to expand from USD 30.67 billion in 2026 to USD 43.22 billion by 2031, at a 7.10% CAGR, driven by rising infertility, technological innovation in reproductive medicine, increasing use of AI in embryo selection, and the expansion of fertility services.
https://www.mordorintelligence.com/industry-reports/assisted-reproductive-technology-art-market?utm_source=einpr

Fertility Services Market

The Fertility Services Market is estimated at USD 39.88 billion in 2025 and is expected to reach USD 63.36 billion by 2030, registering a CAGR of 9.70% during 2025–2030. Growth is supported by rising infertility prevalence, delayed parenthood, increasing adoption of assisted reproductive technologies, expanding fertility clinic networks, and advances in AI-enabled embryo assessment and fertility care.
https://www.mordorintelligence.com/industry-reports/fertility-services-market?utm_source=einpr

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