EffeMarket

Global Connected Fertility Market Report: 2028

June 2018

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Executive Summary

The connected fertility devices are the smart monitors which uses science and smart computer based algorithms with surprising accuracy to enable the user predict fertility, ovulation etc. These monitors could be categorized as wearable and non-wearable. The wearable smart fertility devices could be in the form of wrist/arm bracelet, ear-bud or even include the ones that are inserted inside vagina, they generally record data in the form of body temperature (basal body temperature, BBT) and also detect the body's natural physical signals that could be breath, saliva or heart palpitations whereas non-wearable category includes those monitors which are involved in detecting the hormones levels (which are related to fertility) in urine or cervical fluid in addition to BBT measurement and tracking of body's physiological parameters. Generally, these smart fertility monitors after receiving the input data from the user, communicate the data via Bluetooth to the smart phone app to give the comprehensive picture of fertility or fertile window.

The report is focused on the female fertility devices and mobile apps only. The report does not cover any device associated with male fertility. The global connected fertility devices market is expected to see substantial growth during the forecast period (2018 to 2028). The wearables market was valued at $412.72 million in 2016 and is expected to reach a value of $1.82 billion by 2028 at a CAGR of 10.9 percent for the period between 2018 to 2028. The non-wearables market was valued at $461.2 million in 2016 and is projected to reach approximately $854.8 million by 2028, at a growth rate of 5.24 percent over the period 2018 to 2028. The market is expected to bloom due to increased awareness among people and advancements in technology. Privacy, accuracy are the main concerns at the peak keeping in view the market competition. The future success of smart fertility monitoring depends on as to how much are users educated and aware about smart fertility monitoring. There is essential need of strong communication and joined up approach between users and companies.

Razzberry and Wuxi Nanligong Tech are the most active assignees in the year 2016. The patents majorly focus on fertility devices having Bluetooth connectivity. The top priority country observed is China with a filing of 67 patents followed by US with 61 patents, which indicates most innovations are originating in China. Interestingly, countries like Switzerland, Taiwan and Austria are also active in the domain.

The key players in the wearable connected fertility devices market are Ava AG, YONO Labs, Fertility Focus, Prima-Temp, Tempdrop, Sensiia, Raiing Medical, and Hi Mama. While in the non-wearable connected fertility devices market, SPD Swiss Precision Diagnostics, Church & Dwight, Samplytics Technologies, Comper Healthcare, and EarlySense are leading the space.

Key questions answered and insights delivered in the report:

1. Global Wearable Connected Fertility Devices Market by Value; 2016-2028
2. Global Non-Wearable Connected Fertility Devices Market by Value; 2016-2028
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