



FemTech Industry

Landscape Q2 2022

Teaser

August 2022

www.femtech.health

Contents of the Full Report

Introduction	2
Global FemTech Ecosystem Q2 2022	3
Report Methodology and Approach	4
FemTech Market Definition	5
Executive Summary	9
FemTech Industry in Numbers	11
• Global FemTech Industry Overview	13
• Notable FemTech Start-Ups 2022	20
FemTech Industry Regional Overview	23
Investment Landscape	31
• Investment Overview	32
• Key Investment Highlights and Incentives	37
• Remarkable Investment Deals in H1 2022	38
FemTech and Women's Longevity	41
Key Trends and Innovations	48
FemTech Networking	54
• Upcoming Events	55
• Community Organisations	56
Key Takeaways	57
Disclaimer	60

Introduction

Our advanced report 'FemTech Industry Landscape Q2 2022' includes a collection of advanced analytics on the global FemTech sector, an overview of next-generation technologies adopted by FemTech companies, and projections. We hope that our stakeholders will find valuable the information provided herein. The 'FemTech Industry Landscape Q2 2022' is the go-to digital resource for original insights and analysis on the opportunities, challenges, and trends to watch in the FemTech sector.

Drawing on a wide range of data sources, the report provides an up-to-date overview of the most important developments in this rapidly evolving field. The report's findings are presented in an easy-to-use format, with an interactive IT-platform comprising the full FemTech ecosystem. This makes it easy to quickly identify the most important trends and developments in the FemTech sector.

The 'FemTech Industry Landscape Q2 2022' is an essential reading for anyone with an interest in this quickly expanding field. **The report profiles over 1,400 FemTech companies, more than 1,300 investors, 25+ community organisations, and 15 R&D centres based on their innovation potential and business activity across the globe.**

Global FemTech Ecosystem Q2 2022

Reproductive Health & Contraception

Pregnancy & Nursing

Companies – 1,400+
Investors – 1,300+
Community Organisations – 25+
R&D Centres – 15

- Companies
- Investors
- R&D Centres
- Community Organisations

- Mental Health
- Longevity
- Menopause Care

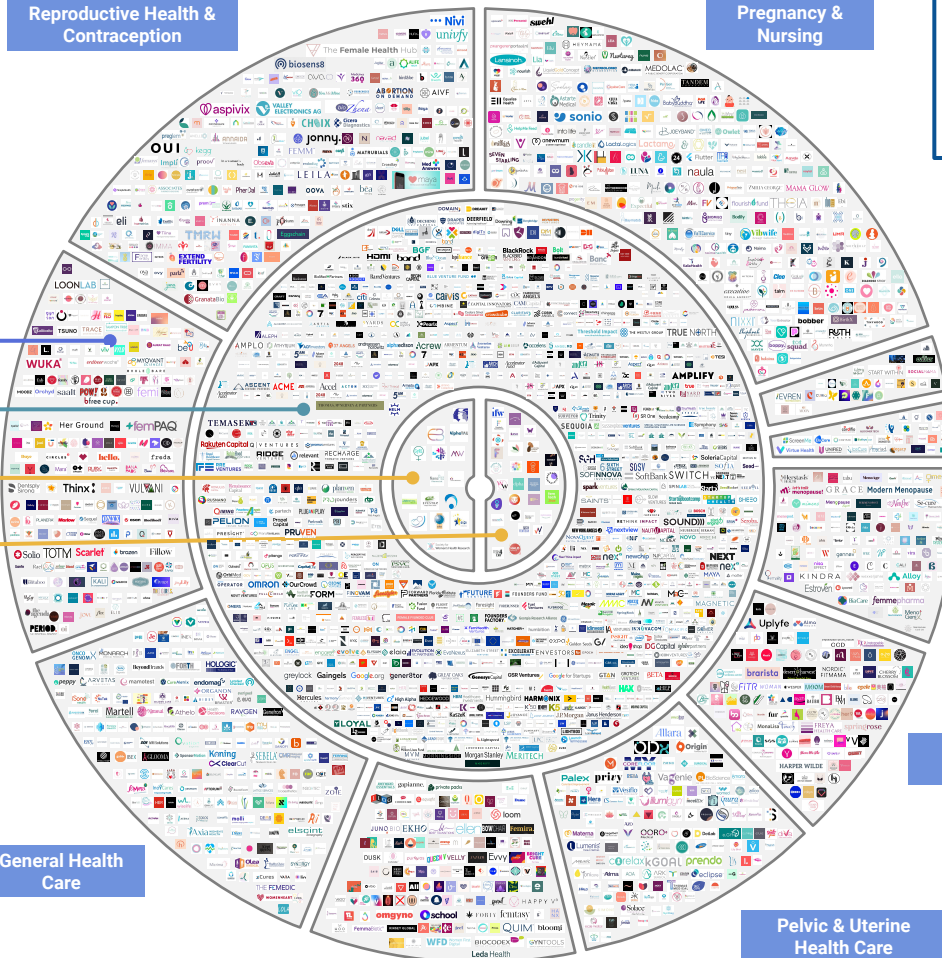
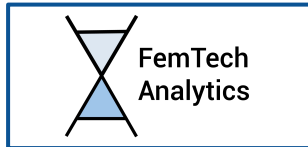
Menstrual Health

Women's Wellness

General Health Care

Pelvic & Uterine Health Care

Sexual Health



Executive Summary

The FemTech market has developed into a robust ecosystem of start-ups and tech companies creating products to address women's healthcare needs. Products in this market include everything from fertility tracking apps to period-tracking underwear. In recent years, there has been a surge in investment in FemTech companies, with **the total amount of funding reaching \$16 billion in July 2022 (+15% compared to December 2021)**. This figure is only expected to grow in the coming years, as more and more people become aware of the importance of women's health. The FemTech market presents a huge opportunity for entrepreneurs and investors alike. With its vast potential for growth, it's an exciting time to be involved in this rapidly developing industry.

Accounting for 20% of the total market, Pregnancy and Nursing is the largest subsector of the FemTech Industry by the number of companies. It is followed by the Reproductive Health and Contraception subsector, which accounts for 17%, and Menstrual Health, occupying the third place with 14%. Together, these top three subsectors comprise 51% of the entire FemTech market.

FemTech Longevity is evolving rapidly. The most of FemTech Longevity companies are based in North America, particularly in the USA (52% of companies). Europe is the second-largest region, with a 28% share. The FemTech Longevity subsector somewhat less represents Asian countries, MENA, and Australia.

Key Figures and Facts

84%

of FemTech companies generate less than \$10M revenue

47%

of FemTech companies are located in the USA

20%

of FemTech companies addressing Pregnancy & Nursing

19%

of FemTech companies work in a Consumer Products segment

\$329M

The largest deal of 2022. Post-IPO Equity for Sanofi

\$2.7B

of total fundings target FemTech Longevity companies by Q2 2022

FemTech Industry at a Glance



1,400+
Companies



1,300+
Investors



25+ Community
Organisations



15
R&D Centres



\$97.3B¹
Market size in 2030



10
Subsectors



51% Covered by top
three subsectors

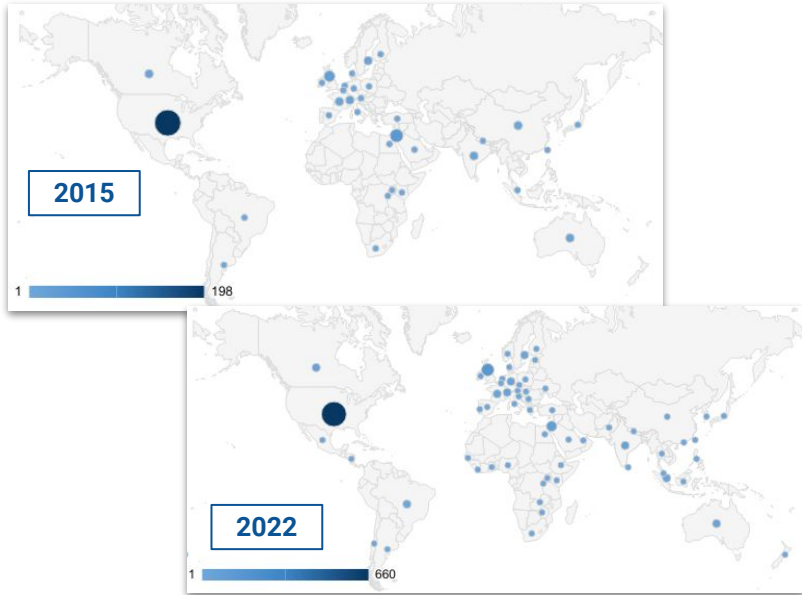


8
Product types

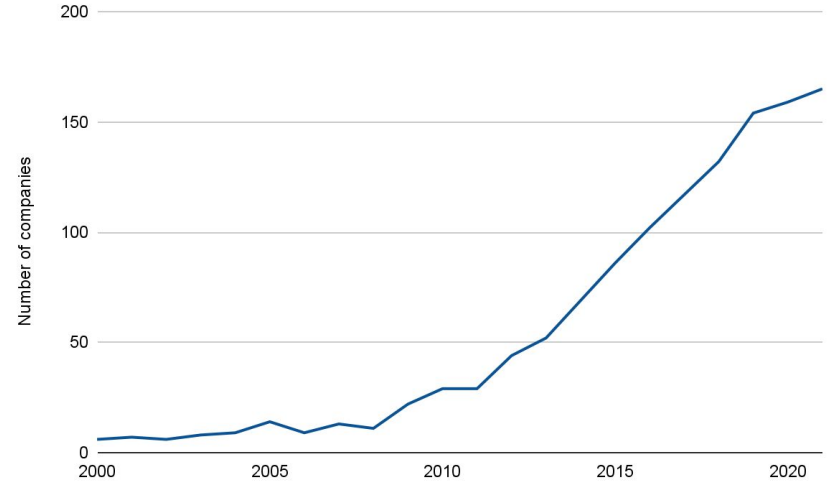
The FemTech Industry can be divided into **10 subsectors** covering all aspects of women's health, ranging from Reproductive Health and Contraception to **Longevity and Mental Health**. The report covers **1,400+ companies** and **1,300+ investors**. **Pregnancy and Nursing, Reproductive Health and Contraception**, and **Menstrual Health** are the **largest subsectors**, accounting for **51% of the entire industry**.

FemTech Market Evolution

FemTech Geography: 2015 vs. Q2 2022



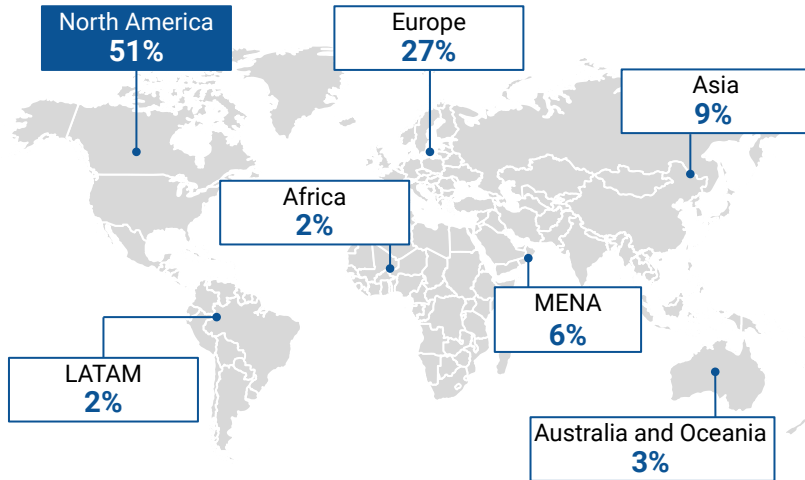
Number of FemTech Companies by Founded Year



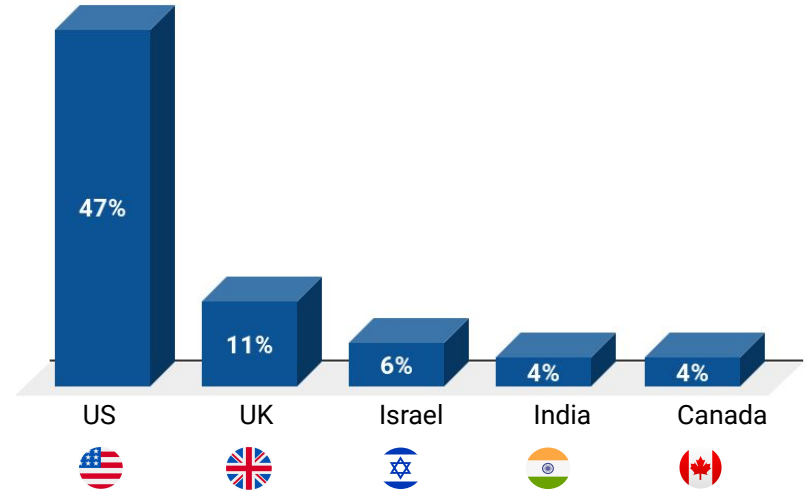
The number of FemTech companies is constantly growing, with the fastest pace since the 2010s. The feminist movement, rapid digitalisation, and personalised healthcare have given a boost to its rapid development. Starting from 2016, **over 100 companies have been founded annually**. Currently, the database of FemTech Analytics counts 1,400+ FemTech companies while there were about 380 before 2015.

FemTech Companies: Regional Distribution

Distribution of FemTech Companies by Region, Q2 2022



Top 5 Countries by the Number of FemTech Companies, Q2 2022

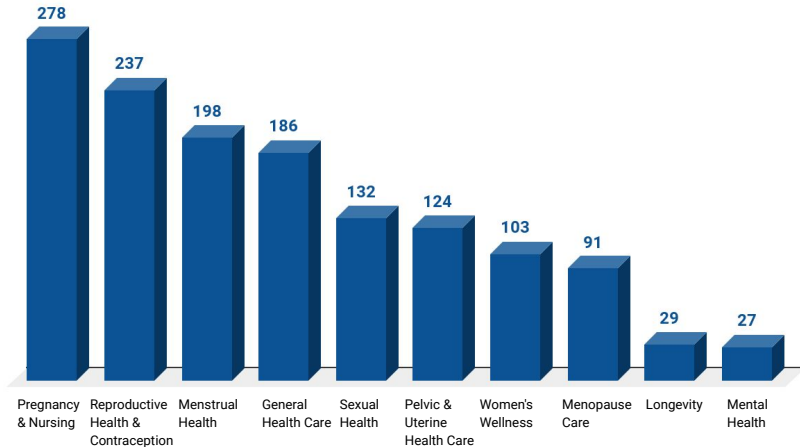


North America is dominating the global FemTech market by the number of companies, accounting for **over 50%**. This region is thriving with new start-ups and research in female health and well-being space. **Europe** is the second with **27%**, followed by **Asia** with **9%** and **MENA** with **6%**.

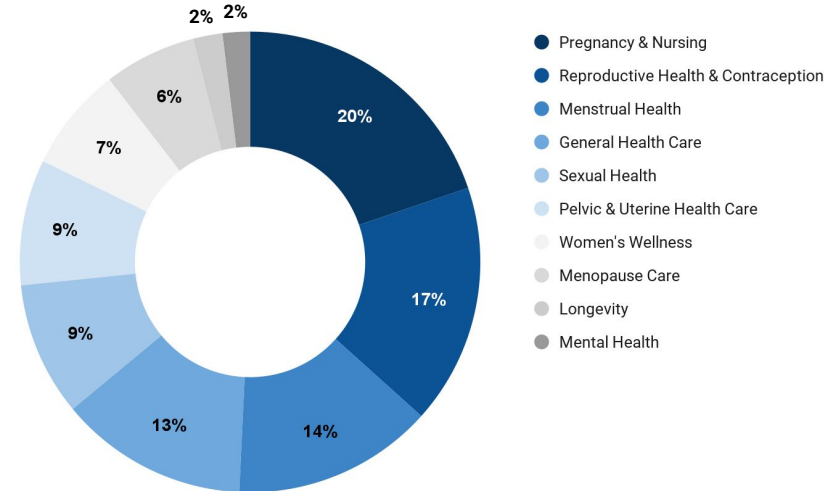
The USA and **the UK** are the leading countries with the highest number of FemTech companies globally.

FemTech Companies by Subsector

Number of FemTech Companies by Subsector, Q2 2022



Share of FemTech Companies by Subsector, Q2 2022



Accounting for 20% of the total market, **Pregnancy and Nursing** (e.g. Gestar and Momly) is the largest subsector of the FemTech Industry by the number of companies. It is followed by the **Reproductive Health and Contraception** subsector (e.g. Fertilid, Bumpy, and Locket), which accounts for 17%, and **Menstrual Health** (e.g. Homonious Flo and Feminutes), occupying the third place with 14%. Together, these **top three subsectors comprise 51% of the entire FemTech market**.

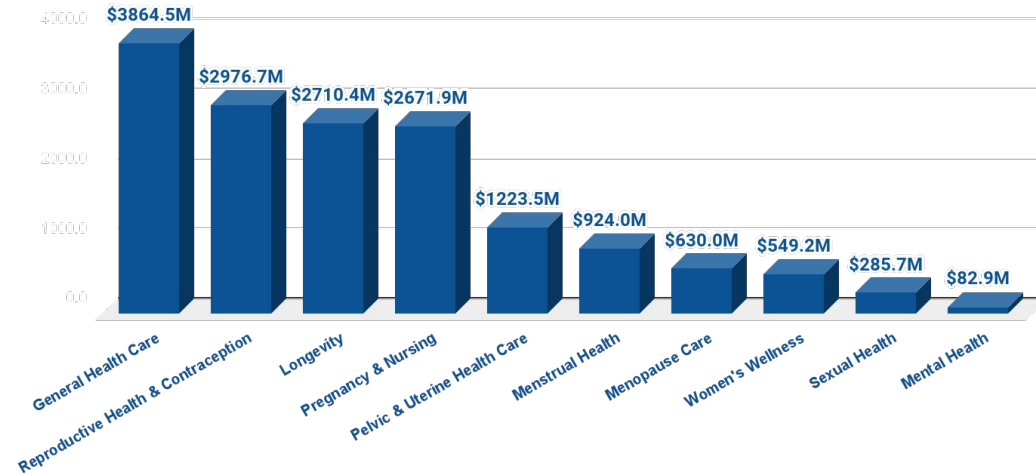
Total Funding Amount by Subsectors

As of July 2022, the total funding to the FemTech sector was about **\$16 billion** (+15% compared to December 2021).

The General Health Care subsector leads the market by total fundings of approximately \$3.9 billion in July 2022.

The two other largest subsectors by funding are Reproductive Health and Contraception (\$3 billion) and Longevity (\$2.7 billion).

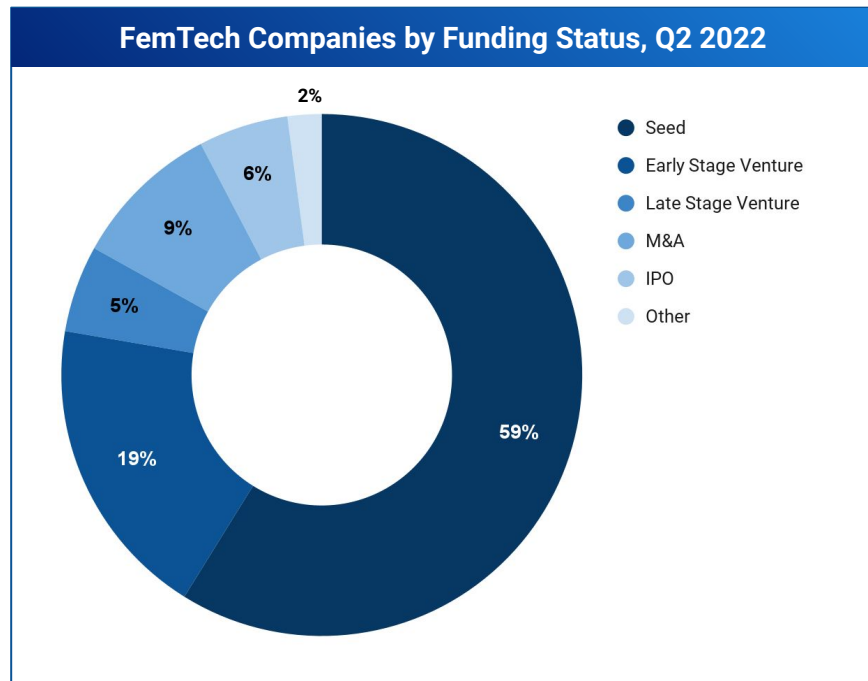
Total Funding Amount by Subsector, Q2 2022



The Top 10 most well-funded VC-backed FemTech companies are:

- [Invitae](#)
- [Sanofi](#)
- [Insightec](#)
- [TherapeuticsMD](#)
- [Evoform Biosciences](#)
- [Hologic](#)
- [Natera](#)
- [Myovant Sciences](#)
- [Everlywell](#)
- [LetsGetChecked](#)

Funding Status and Last Funding Type



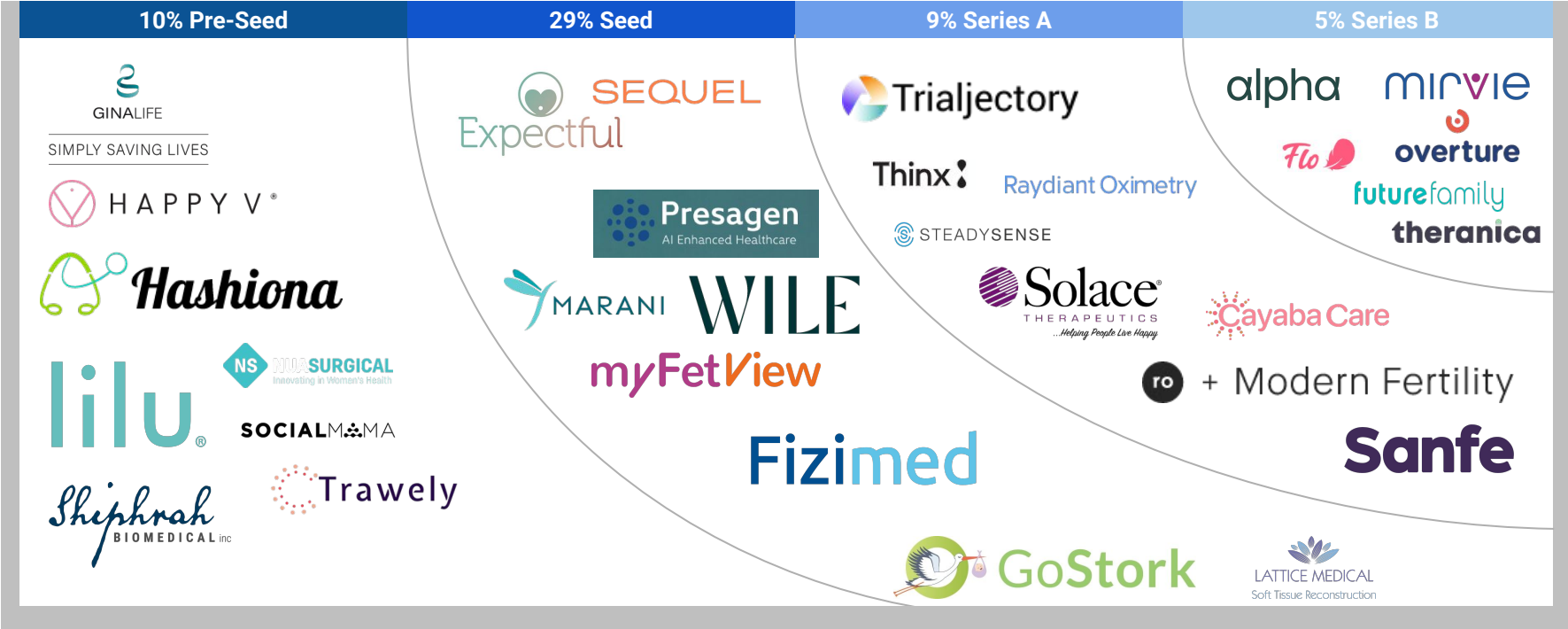
Last Funding Type in H1 2022 and Money Raised

Last Funding Type	Number of Companies	Sum of Funding Amount
Seed	24	\$67M
Series A	15	\$203M
Venture - Series Unknown	7	\$85M
Pre-Seed	6	\$3M
Post-IPO Equity	5	\$435M
Grant	5	\$4M
Series B	4	\$163M
Non-equity Assistance	3	n/a
Series C	2	\$167M
Corporate Round	2	\$3M
Equity Crowdfunding	1	\$1M
Debt Financing	1	\$0.4M
Convertible Note	1	\$25M









The FemTech industry is a diverse and rapidly growing market that includes early-stage start-ups, middle-market companies, and publicly traded companies. According to the disclosed data, 24 companies were at Seed level and 15 companies in Series A as the last funding type during the first half of 2022.

Last Funding Type in FemTech

FemTech is a rapidly growing industry that focuses on providing products and services to improve women's health. Some 29% of FemTech companies are seed-stage businesses, according to the last funding type. This means that they are in the early level of development and are working to raise funds to grow their operations.



Investors Exclusively Focused on FemTech

1	 <p>Avestria Seeding Women's Health and Life Science Ventures</p>	Avestria Ventures Management LLC is a venture capital firm based in California that invests in early-stage women's health and life science companies.
2		Unorthodox Ventures is a venture capital firm that supports small companies with big potential with developing enduring, attractive brands.
3	 <p>Coyote Ventures</p>	Coyote Ventures is a venture capital fund investing in early stage start-ups that develop innovative products in the field of women's health and wellness.
4	 <p>PORTFOLIA</p>	Portfolia designs investment funds for women supporting the innovations they want to see in the world for profits and impact.
5	 <p>Rhia VENTURES</p>	Rhia Ventures' is a venture capital firm with a mission to create a vibrant US market for sexual, reproductive, and maternal health that develops equitable outcomes for everyone.
6	 <p>ARBORETUM VENTURES</p>	Arboretum Ventures venture capital firm based in Michigan that invests in medical technology and healthcare companies.
7	 <p>astarteventures</p>	Astarte Ventures is the venture fund dedicated exclusively to the health and well-being of women and children, with a primary focus on early intervention and prevention measures.
8	 <p>KIDRON</p>	Kidron Capital Assets LP is a FemTech venture capital firm that invests in medical technologies addressing women's healthcare and well-being.

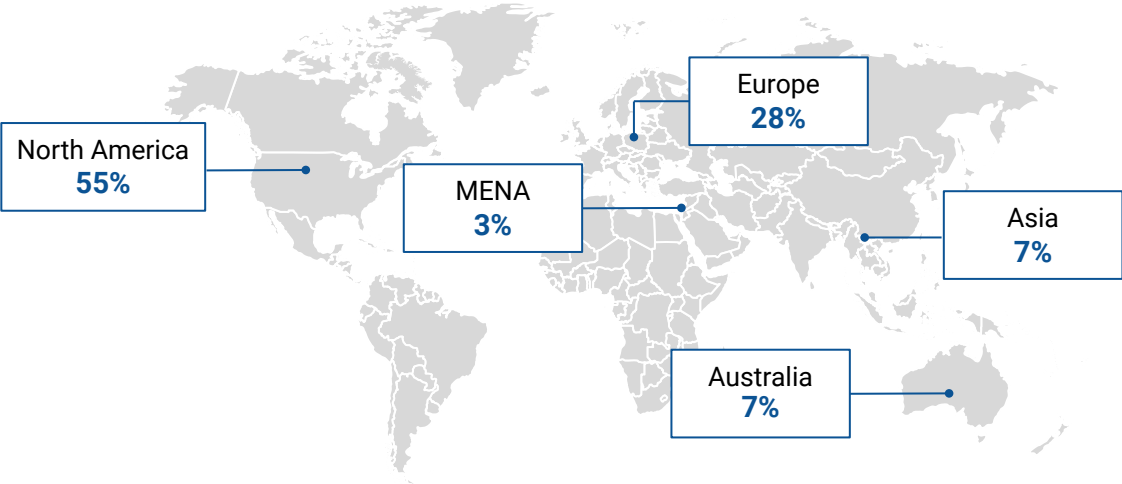
Key Investment Highlights and Incentives

- 2021 was a promising year for the FemTech industry. The total funding reached \$14 billion at the end of 2021.
- Venture capital investments for FemTech companies has risen four times since 2015, from mere \$600 million to the record high of nearly \$2.4 billion in 2021. This year, VC funding for FemTech has reached \$840 million, as of July 2022.
- Access to VC funding is a key challenge in the FemTech space. Only around 1-5% of VC funding goes to female founders or all-female teams.
- Much of the investment in FemTech has been driven by another expanding market: female fund managers. For women investors, it is very obvious and very personal compared to male investors.
- Only 12% of decision-makers and 2.4% of partners at VC firms are women and, while this is a generalisation, it seems that the largely male partners are less interested in investing into FemTech.
- Firms focused on gynecology, fertility, and maternity are gaining the largest funding.

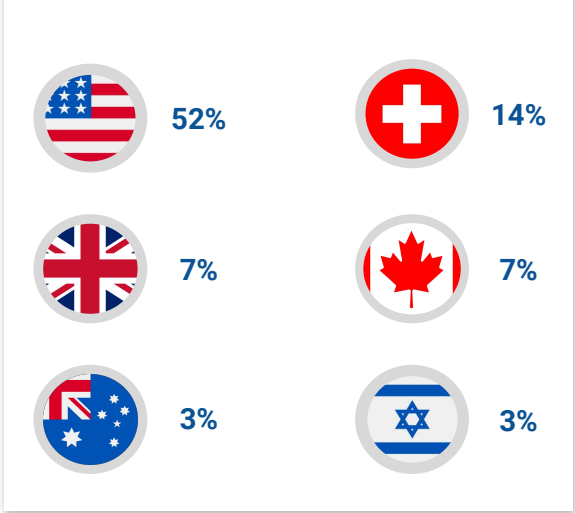


FemTech Longevity Companies Regional Distribution

Distribution of FemTech Longevity Companies by Global Regions, 2022



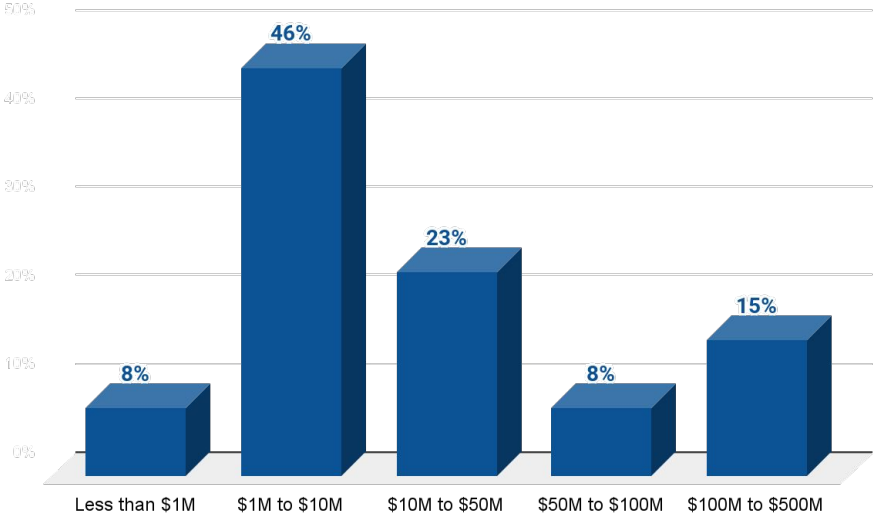
Leading Countries by the Number of FemTech Longevity Companies, 2022



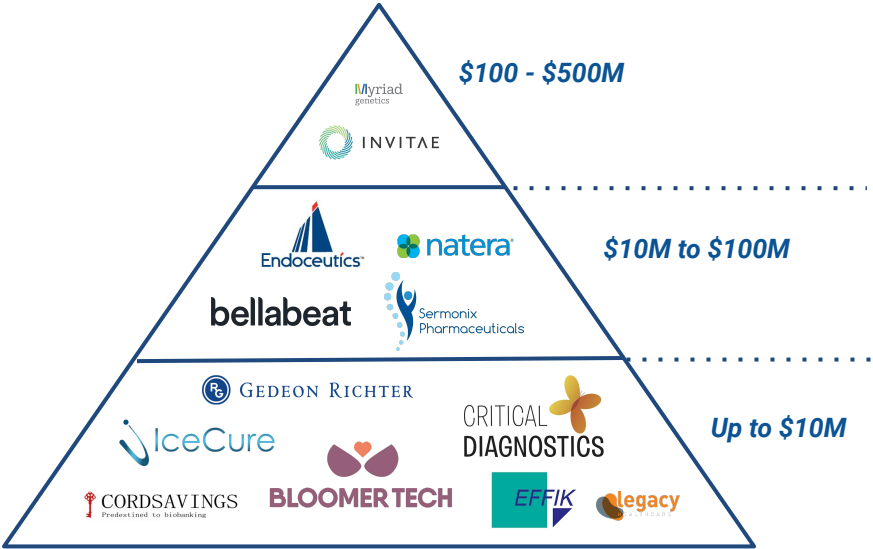
Geographically, most FemTech Longevity companies are based in North America (55%), particularly in the USA (52% of the total number of companies). There is only one company in Canada with a Longevity focus — [Endoceutics](#). Europe is the second-largest region, with a 28% market share. The FemTech Longevity subsector is somewhat less represented by Asian countries, MENA, and Australia: 7%, 3%, and 7%, respectively.

FemTech Longevity Companies by Revenue Overview

FemTech Longevity Companies by Estimated Revenue, 2022

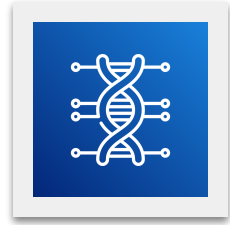


FemTech Longevity Companies by Estimated Revenue, 2022



The largest number of companies, comprising 46% out of total in the FemTech Longevity subsector, show revenue, estimated in the range from \$1 million to \$10 million. The revenue of about 8% of companies does not exceed \$1 million while 23% of players have revenue from \$10 million to \$50 million.

Future Trends to Increase Women's Lifespan



Genomics

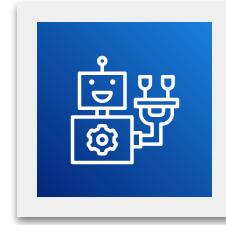
The development of the **next generation gene editing technology** offers potentially revolutionary advances in prevention and disease treatments.



Big Data/AI health

Helping researchers to **analyse pathology** or study the causes and effects of diseases.

Improvements in the technology have the potential to bring down health-related costs and enable Precision Medicine.



Future Food

FoodTech companies have started to **leverage agricultural gene editing**, as well as healthier lifestyles and consumption.



Telemedicine

Immediate support for a patient by their healthcare practitioner or AI-assistant to prevent many diseases and provide continuous support.

Key Market Trends and Innovations

PRECISION MEDICINE

Precision Medicine is an approach to healthcare that takes into account an individual's unique genetic makeup, medical history, lifestyle, and environment. With the help of in-home testing and the development of portable devices, the analysis of health indicators can be done in a fingertip.

MENSTRUAL BLOOD TESTS

Scanning blood at home allows women to catch diseases such as HPV early. Menstrual blood tests also enable at-home testing for Polycystic Ovary Syndrome (PCOS). The new tampons are able to collect blood during menstruation which could then be tested at home, allowing for a monthly 'checkup'.

WEARABLE DEVICES

By 2025, the device segment of the FemTech market is expected to reach 16% of the total market. Companies are focusing on the development of innovative technologies such as breast pumps and pelvic floor exercise devices.

ABORTION CARE

FemTech start-ups view abortion as a healthcare issue and are working to make it more accessible and affordable. Companies offer medication abortion services and provide information and resources on abortion care and mental support.

FEMTECH APPAREL

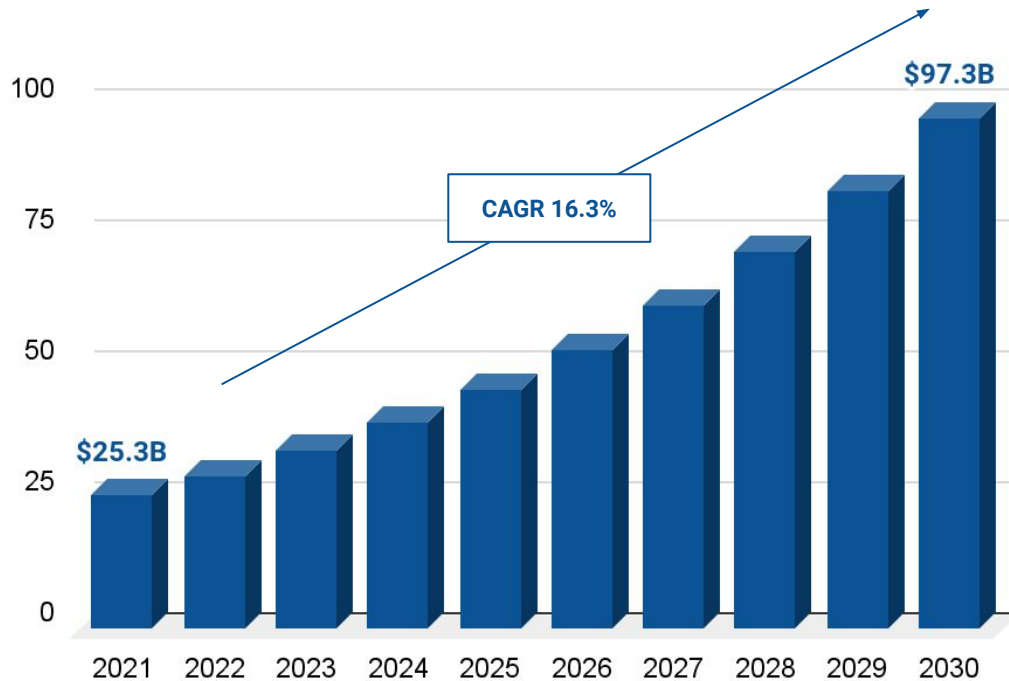
Innovative apparel solutions addressing female health needs from menarche to menopause. Such apparel absorbs moisture, reduces bacteria, and increases natural ventilation (OYA Femtech Apparel). Examples are Electrocardiogram sensors and Machine Learning algorithm bras (Bloomer Tech).

MENOPAUSE

Until recently, the menopause solution market has remained underdeveloped. However, as the number of women approaching the age of menopause is steadily increasing (due to the demographic trend called Silver Tsunami), it is beginning to attract more attention.

FemTech Market Projections

FemTech Market Size¹, 2021-2030



The global **FemTech market size** reached \$25.3 billion in 2021 and is projected to expand to **\$97.3 billion by 2030**, growing a CAGR above 16% over the period of 2022-2030.

Growth factors:

- Increasing in use of digital technologies to address women's health;
- Rising knowledge and acceptance of women's health issues;
- Growing prevalence of women-related diseases.

Constraint factors:

- Substantive underfunding of women's health and women-led businesses;
- Lack of awareness about FemTech goods and services in developing countries;
- Increasing competition, especially in the USA and Europe.

Key Takeaways

1

Accounting for 20% of the total market, Pregnancy and Nursing is the largest subsector of the FemTech Industry by the number of companies. It is followed by the Reproductive Health and Contraception subsector, which accounts for 17%, and Menstrual Health occupying the third place with 14%. Together, these top three subsectors comprise 51% of the entire FemTech market.

2

In recent years, there has been a surge in investment in FemTech companies, with the total amount of funding reaching \$16 billion in July 2022 (+15% compared to December 2021). This figure is only expected to grow in the coming years as more and more people become aware of the importance of women's health. Much of the investment in FemTech has been driven by another expanding market: female fund managers. For women investors, it is very obvious and very personal compared to male investors.

3

VC funding for FemTech companies has reached \$840 million so far in Q2 2022 as of July. Only 12% of decision-makers and 2.4% of partners at VC firms are women and, while this is a generalisation, it seems that the largely male partners are less interested in investing into FemTech.

4

Although there are varying views on the definition of FemTech, we view FemTech as a term applied to technology empowering women's health and well-being, including, but not limited to, those who identify as cisgender women and gender or sexual minority women.

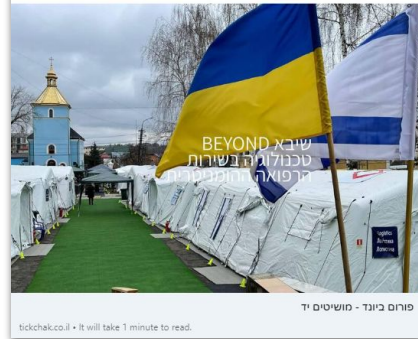
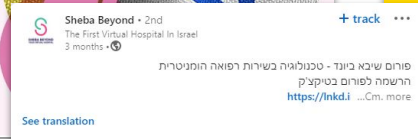
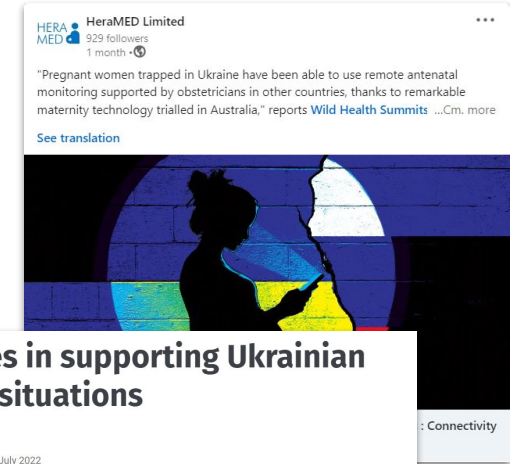
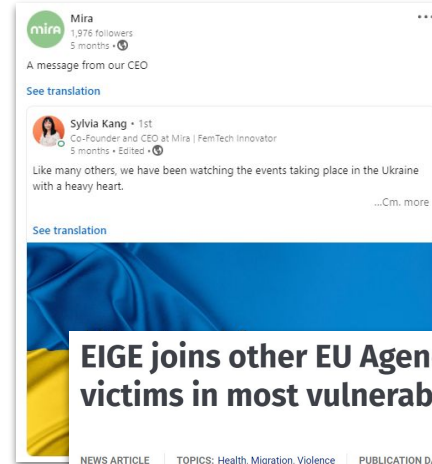
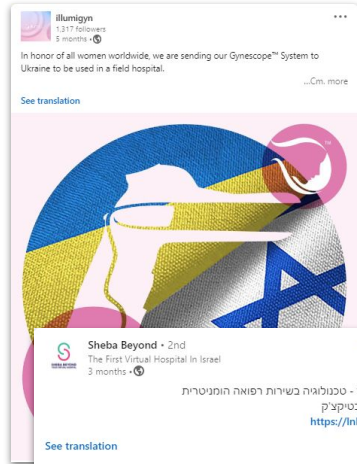
5

The Longevity Industry represents an emerging field focused on healthy ageing, including technologies and software to improve women's healthspan and lifespan. The largest number of companies (46% of all the FemTech Longevity subsector) show revenue estimated in the range from \$1 million to \$10 million. The revenue of about 8% of companies does not exceed \$1 million while 23% of players have revenue from \$10 million to \$50 million.

6

Key trends shaping the market in 2022: Precision Medicine, menstrual blood tests, wearable devices, abortion care, FemTech apparel, menopause care.

FemTech Community Is Standing With Ukraine



EIGE joins other EU Agencies in supporting Ukrainian victims in most vulnerable situations

NEWS ARTICLE | TOPICS: Health, Migration, Violence | PUBLICATION DATE: 07 July 2022

EIGE is closely following the European Commission's response to support Ukraine, mainly in the areas of gender-based violence and gender mainstreaming, in view of offering support and solutions.

Situation awareness

The Russian invasion in Ukraine has had a significantly gendered impact for women with children forced to flee the country. The security, migration, social and economic challenges that have come of the war have exacerbated existing gender equality issues, throwing up new challenges and a pressing need for solutions and protection.



Image: Shutterstock/Red diamond

About FemTech Analytics

A subsidiary of [Deep Knowledge Group](#), [FemTech Analytics \(FTA\)](#) is a strategic analytics agency focused on the emerging FemTech sector. It provides insights into key subsectors such as Reproductive Health & Contraception, General Health Care, Longevity, Mental Health, Menstrual Health, Pregnancy & Nursing, Sexual Health, Pelvic & Uterine Health Care, Menopause Care, and Women's Wellness. FTA offers a range of services, including research and in-depth analysis on the FemTech Industry; profiling of companies and government agencies according to their innovation potential and business activity; and consulting and analytical services to advance the FemTech sector as a whole.

Our Activities

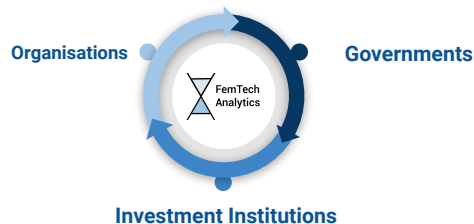
Analytical Case Studies

Preparing open-access studies focused on the global FemTech Industry landscape for a wide range of customers and highlighting the industry's importance.



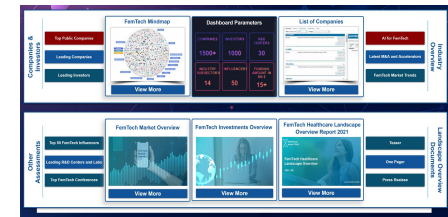
Proprietary Analytics

Delivering proprietary analytical services in accordance with customers' particular needs. Strategic partnership with leading organisations, investment institutions, and governments across the globe.



Interactive IT-Platforms

Providing a framework for a better understanding of FemTech, including personalities, companies, investors, R&D centres, and connections between market players.



FemTech Analytics: Journey to Date



100+

Partners & Contributors



1,500+

Event Participants



2,200+

Social Media Subscribers



4,000+

Newsletter Subscribers



1,650+

Companies Featured in Reports



1,300+

Investors Featured in Reports



30+

R&D Centers Featured in Reports



10+

FemTech Sub-sectors Analyzed

Featured in Media



Recent Events by FemTech Analytics

FemTech Analytics periodically hosts the conferences aimed to help leaders to exchange industry knowledge, trends and innovations.



Free virtual event combining speaker's talks and the panel discussion on what to expect in women's health and FemTech in 2022.



Free virtual event combining speaker's talks and the roundtable discussion on crucial investments topics. The lack of investments is a fundamental challenge for FemTech companies.



Virtual 1-day conference featuring a number of FemTech influencers, including founders & CEOs of startups and established companies, investors and scientists.



The virtual conference where professionals from FemTech Analytics and invited guest speakers shared insights, findings and personal experience about new possibilities and cutting-edge technologies in FemTech market.

Media Coverage of FemTech Analytics

Middle East, January 7, 2021

Middle East HEALTH

HOME NEWS COVID-19 UPDATE FOCUS PRODUCT NEWS CONTACT MORE

FemTech for healthcare on the rise in MENA

By **Kate Batz**, Director of FemTech Analytics

Most Popular

- Genetics solutions based approach addresses Gulf region's key healthcare challenges
- FemTech for healthcare on the rise in MENA
- UAE's MBRU study advances understanding of potential brain cell storage and genetics in autism
- Many female patients from the Middle East visit South Korea for cancer treatment

By the end of 2021, Middle East and North Africa's ("MENA") share of the global number of FemTech companies reached 7%, per FemTech Analytics, a subsidiary of UK-based consultancy, Deep Knowledge Group. According to the latest 2021 Global FemTech Industry report by FemTech Analytics, North America continues to dominate the FemTech market housing approximately 55% of FemTech companies globally, followed by Europe (25%) and Asia (19%).

DIGITAL TRANSFORMATION

US women are leading the global femtech movement

28 December 2021



Rebecca Oll
@rebeccaoll
All stories

Smart wearables (Photo by LUIS GENE/AFP)

Entrepreneur

Poised For Growth: The Potential For High Return On Investment In The Emerging Femtech Sector

The UAE is well-positioned to achieve exponential growth within the femtech industry, considering the array of existing startups providing feminine hygiene products and educational tools.

By **Baha Hamadi** | January 21, 2021

Opinions expressed by Entrepreneur contributors are their own.

You're reading Entrepreneur Middle East, an international franchise of Entrepreneur Media.

While the femtech industry emerged nearly a decade ago, many areas related to female health remain underserved today.



shutterstock.com

NEWS

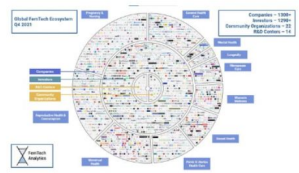
UAE entering a significant new wave of healthcare for women

The UAE appears to be entering a significant new wave of healthcare for women, driven by greater awareness and openness about female health topics, changing perceptions about women's health issues, market accessibility for female founders, increasing demand for reproductive health products and services, growing interest from VCs and angel investors in FemTech, facilitative government efforts and a number of FemTech projects set to launch in 2022 and beyond, according to the latest 2021 Global FemTech Industry report published by FemTech Analytics, a subsidiary of UK-based consultancy Deep Knowledge Group.

The US remains the leader of FemTech investments with over \$10 billion invested in US-based companies, followed by Israel with \$1.25 billion, the UK with \$611 million and Switzerland with \$398 million. Moreover, 65% of investors in FemTech are based in the US, 7% in the UK and 3% in Canada and Switzerland. The USA also hosts the highest number of FemTech networks and accelerator programs with 32% of the global share, followed by the UK and Switzerland with 23% and 14% respectively.

"Over the past few years, we have witnessed a steep rise in FemTech solutions due to the adoption of new technologies and new business models, transforming the way women access healthcare", said **Kate Batz**, Director of FemTech Analytics. "Several countries have been advancing their FemTech agendas in line with their women empowerment policies. The FemTech market is expected to grow significantly in the next few years and our study provides valuable insights into this market to all stakeholders".

The UAE is well positioned to achieve exponential growth within the FemTech industry, considering the array of existing startups providing feminine hygiene products and educational tools such as Pectra, Oragabits, MyJily and LIZZOM, and the several more expected to arise over the coming few years.



ACCORDING TO THE REPORT, THE US CONTINUES TO DOMINATE THE FEMTECH MARKET WITH OVER 50% OF FEMTECH COMPANIES GLOBALLY, FOLLOWED BY EUROPE (25%) AND ASIA (19%). THE UK AND ISRAEL BOAST THE HIGHEST NUMBER OF FEMTECH COMPANIES IN THEIR RESPECTIVE REGIONS WITH 10% AND 6% OF THE TOTAL NUMBER OF BUSINESSES, WHILE ASIA'S UNDISPUTED MARKET LEADER IS INDIA WITH 4% OF FEMTECH COMPANIES.

E-commerce platforms focused on women's healthcare represent a key driver of the UAE's FemTech sector. Digital platforms in the Pregnancy & Nursing sub sector offering consumer products for mums-to-be, new mums and kids to enjoy motherhood journey include Mama's Box, Mumzworld and BabySouk.com.

"One-third of MENA's FemTech companies are based in the UAE, where innovation, women empowerment and gender equality are matters of national priority. Countries like the UAE are leading the way and gradually breaking down taboos surrounding female health thanks to a culture of openness, high-levels of health awareness and the tech savviness of the government, the private sector and civil society. As a result, society at large is becoming more and more receptive to engage in conversations about such topics and embrace positive change in support of the FemTech sector", Kate added.

Based on the analysis of over 1,300 FemTech companies, 1,250 investors, 14 R&D centres and 22 community organisations worldwide, the 2021 Global FemTech report showcases market trends, innovations, growth opportunities and investment prospects of a rapidly growing industry. It also includes interviews with FemTech leaders, a list of the top 150 FemTech influencers and case studies featuring prominent FemTech companies.

HOSPITALS JAN FEB 2022 8

Get more at www.femtech.health/news



**FemTech
Analytics**

Link to the Report: www.femtech.health/report-q2-2022

E-mail: info@FemTech.health

Website: www.FemTech.health

FemTech Analytics (FTA) Disclaimer:

The data and conclusions in this analytical report were prepared by FemTech Analytics. All information contained herein is from sources deemed reliable, but the report may contain errors, is not warranted and subject to revision. There is no guarantee that the views and opinions expressed in this communication will materialize. FTA may provide, may have provided, or may seek to provide advisory services to one or more companies mentioned herein. In addition, employees of FTA may have purchased or may purchase securities in one or more companies mentioned in this report. Opinions, estimates, and analyses in this report constitute the current judgment of the author as of the date of this report. They do not necessarily reflect the opinions of FTA and are subject to change without notice. FTA has no obligation to update, modify, or amend this report or to otherwise notify a reader thereof in the event that any matter stated herein, or any opinion, estimate, forecast, or analysis set forth herein, changes or subsequently becomes inaccurate. This report is provided for informational purposes only. It is not to be construed as an offer to buy or sell or a solicitation of an offer to buy or sell any financial instruments or to participate in any particular trading strategy in any jurisdiction.