



# FemTech Industry

Landscape Q4 2022

*Teaser*

December 2022



[www.femtech.health](http://www.femtech.health)

# FemTech Industry Landscape Q4 2022

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## Introduction

The report 'FemTech Industry Landscape Q4 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 Q4 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 Q4 2022' is essential reading for anyone with an interest in this quickly expanding field. **The report profiles over 1,800 FemTech companies, approximately 2,000 investors, 30 hubs and communities, and 30 R&D centres based on their innovation potential and business activity across the globe.**

# Report Methodology and Approach

## Company

We consider a **company** to be FemTech if

- Female health technologies are the core of company operations/production;
- The company's activity description includes a clear and straightforward affiliation with the FemTech Industry;
- The company develops FemTech-focused products/services/projects;
- At least one self-sufficient department or direction of activity work in the FemTech Industry;
- The organisation has a subsidiary that works in the FemTech Industry.

## Investor

We consider an **investor** as FemTech-focused if

- The organisation is a venture fund investing in high-growth companies that significantly improve access, care, and outcomes in women's health;
- The organisation focuses on emerging technologies, products, and services improving women's health and wellness for all age categories.

We acknowledge that scope and priorities may change as the industry grows. We continuously improve the methodology as the industry progresses.

## Technologies Used in Our Research



### Data Aggregation and Analysis

Supervised and unsupervised Machine Learning

Deep neural networks

Natural language processing

Data parsing

GARCH model



### Clusterisation and Competitor Analysis

Brownian motion modeling for stock market forecasts

Real option analysis, scenario planning

K-means algorithm for companies clusterisation

Calculation of the distance between companies in multidimensional space

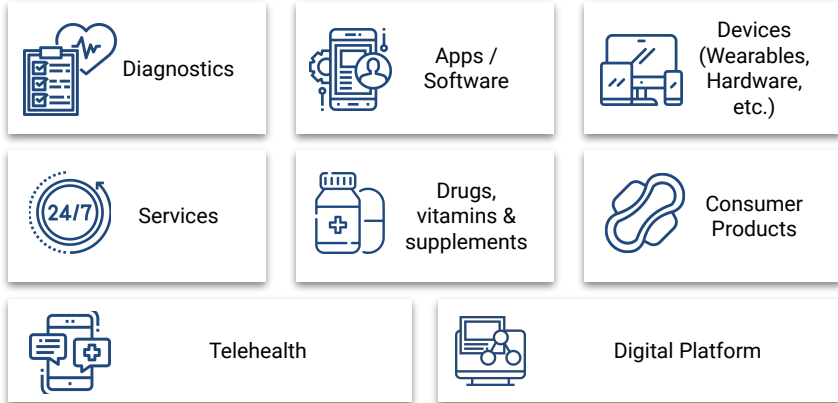
Using tag clouds to categorise companies

# FemTech Market Definition

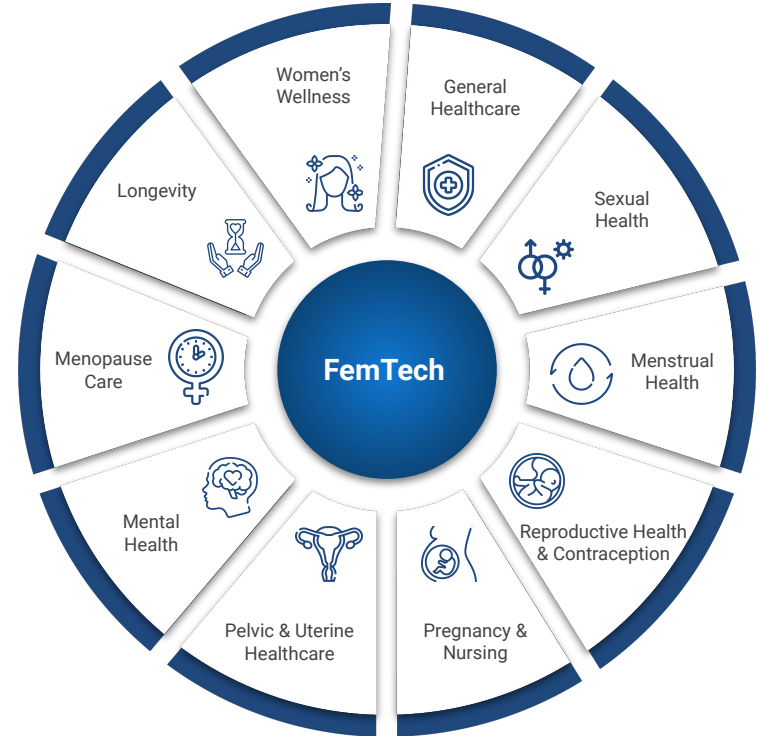
## FemTech Definition

**FemTech (Female Technology)** is technology empowering women's health and well-being. This term is often applied to products, services, applications and software, medical devices, telehealth, wearables, hardware, therapeutic drugs, vitamins and supplements, digital platforms, and consumer products designed to improve or support women's health, including but not limited to those who identify as cisgender women and gender or sexual minority women.

## Product Types

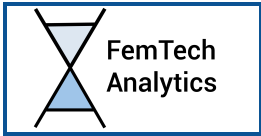
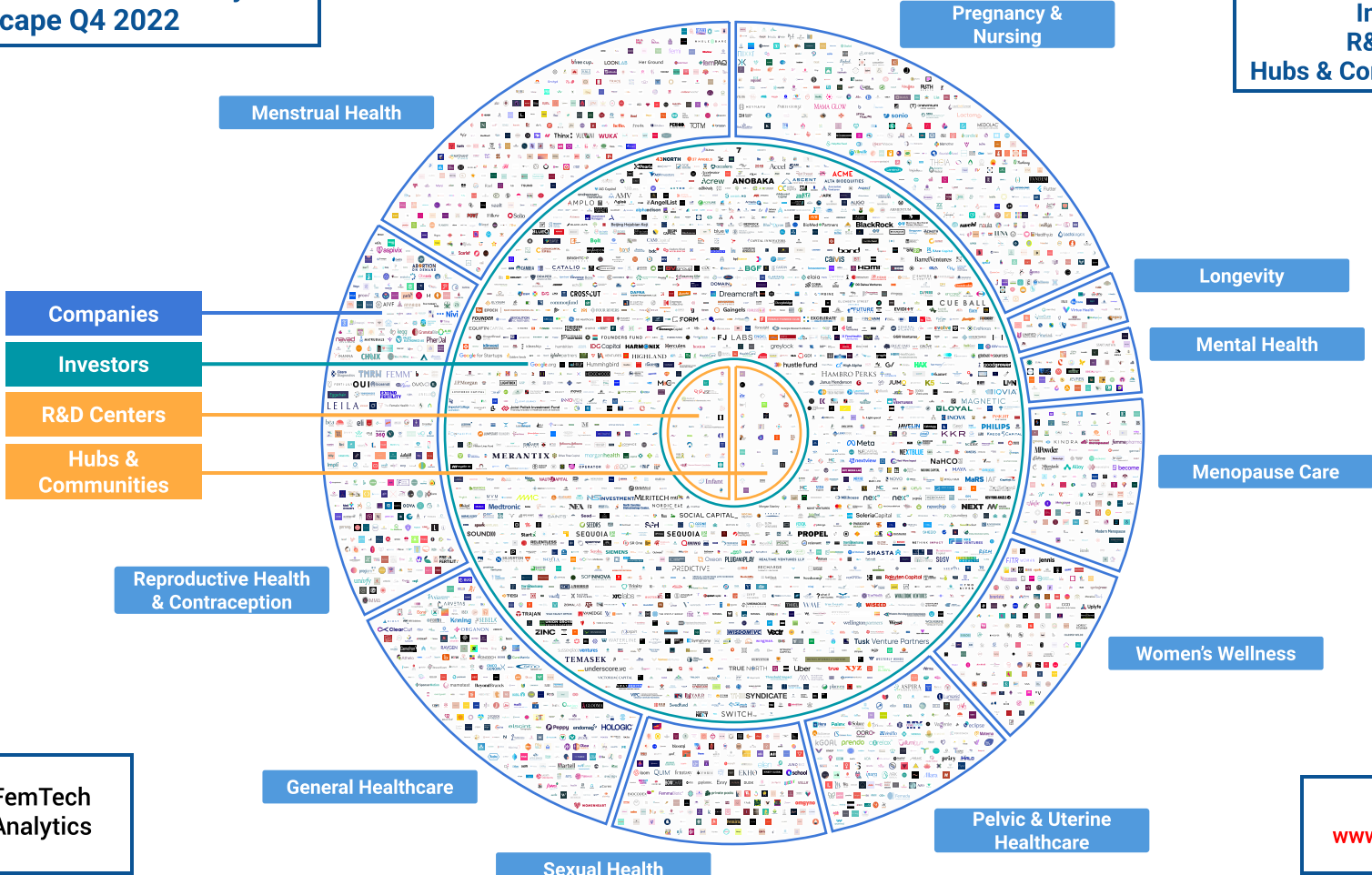


## Subsectors\*



# Global FemTech Industry Landscape Q4 2022

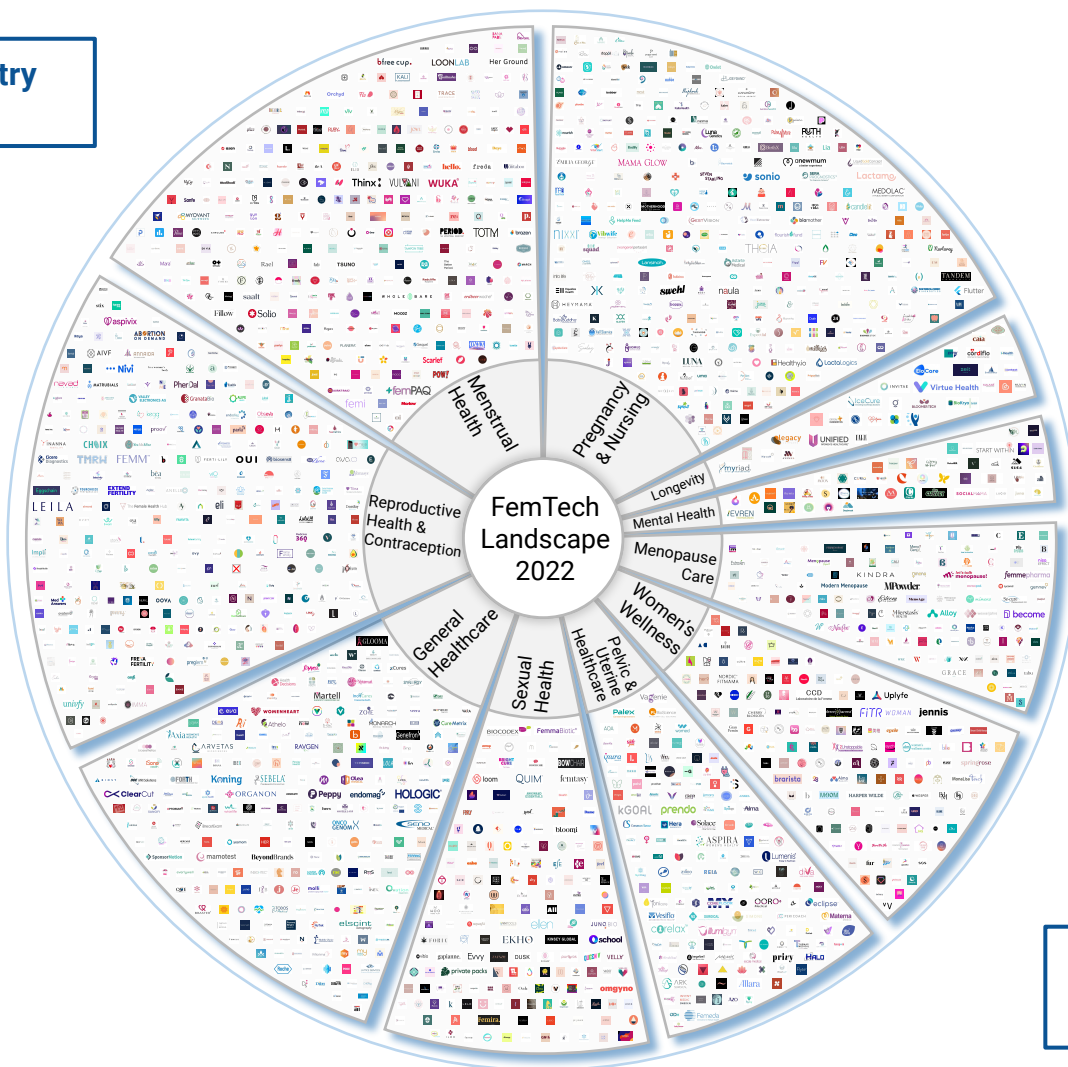
Companies – 1800  
Investors – 1900  
R&D Centers – 30  
Hubs & Communities – 30



View more:  
[www.femtech.health](http://www.femtech.health)

# Global FemTech Industry Landscape Q4 2022

Companies - 1800  
Subsectors - 10



View More:  
[www.femtech.health](http://www.femtech.health)

# Global FemTech Industry Landscape Q4 2022

## Menstrual Health



## Reproductive Health & Contraception



# Companies - 1800 Subsectors - 10

## General Healthcare



## Pregnancy & Nursing



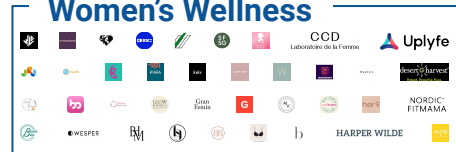
## Pelvic & Uterine Healthcare



## Sexual Health



## Women's Wellness



## Menopause Care



## Mental Health



## Longevity



# 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 \$19.7 billion in December 2022 (+35% YoY)**. 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 18.6% 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 Menstrual Health subsector, which accounts for 16.5%, and Reproductive Health and Contraception, occupying the third place with 16.1%. Together, these top three subsectors comprise 51.2% of the entire FemTech market.

**FemTech is evolving rapidly. The most of FemTech companies are based in North America, particularly in the USA (43.4% of companies).** Europe is the second-largest region, with a 26.4% share (majority of companies based in the UK). The FemTech subsector is represented less in Asian countries, MENA, and Australia.

## Key Figures and Facts: Global FemTech Overview Q4 2022

84%

of FemTech companies generate less than \$10M revenue

51.2%

of FemTech companies address Pregnancy & Nursing, Menstrual Health, and Reproductive Health & Contraception

18.6%

of FemTech companies addressing Pregnancy & Nursing

20.2%

of FemTech companies work in a Consumer products segment

52.8%

of FemTech companies offer Consumer products, Devices, Apps & Software

43.4%

of FemTech companies are located in the USA



# FemTech Industry at a Glance



**1,800+**  
Companies



**2,000**  
Investors



**30** Hubs and  
Communities



**30**  
R&D Centres



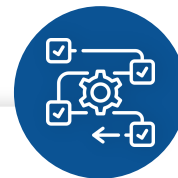
**\$97.3B<sup>1</sup>**  
Market size by 2030



**10**  
Subsectors



**51%** Covered by top  
three subsectors

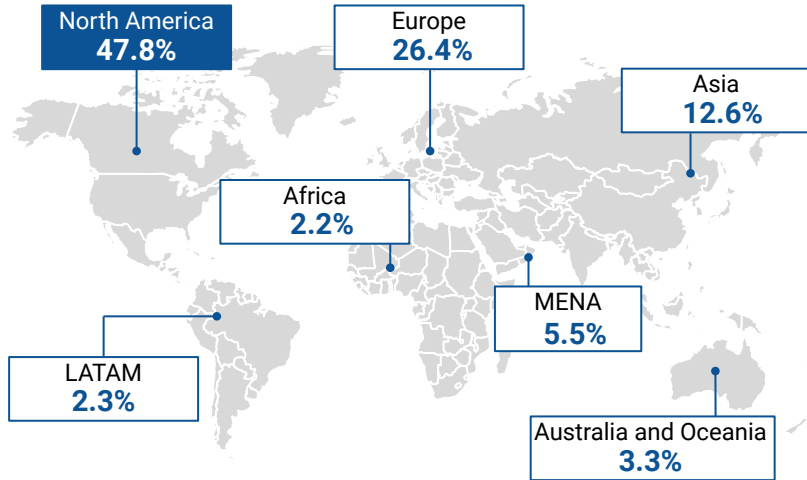


**8**  
Product types

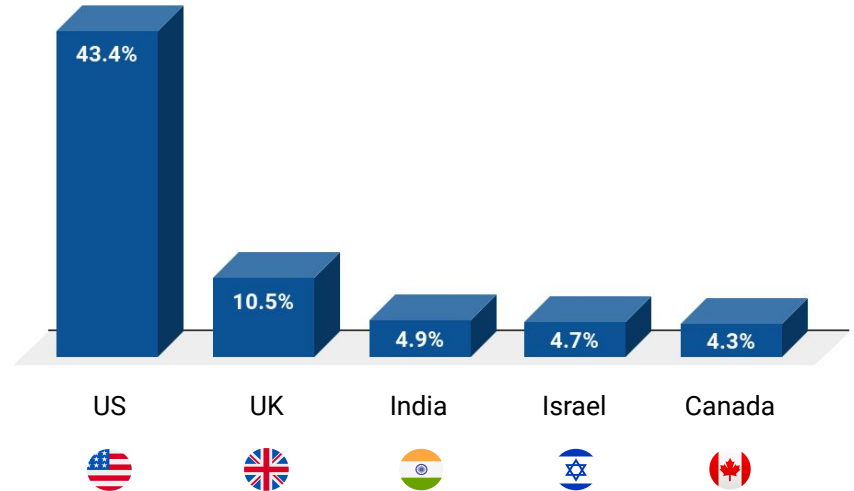
The FemTech Industry can be divided into **10 subsectors** covering all aspects of women's health, ranging from **Reproductive Health and Contraception** to **Longevity** and **Mental Health**. The report covers **1,800+ companies** and **2,000 investors**. **Pregnancy and Nursing, Menstrual Health, and Reproductive Health and Contraception** are the **largest subsectors**, accounting for **51% of the entire industry**.

# FemTech Companies: Regional Distribution

Distribution of FemTech Companies by Region, Q4 2022



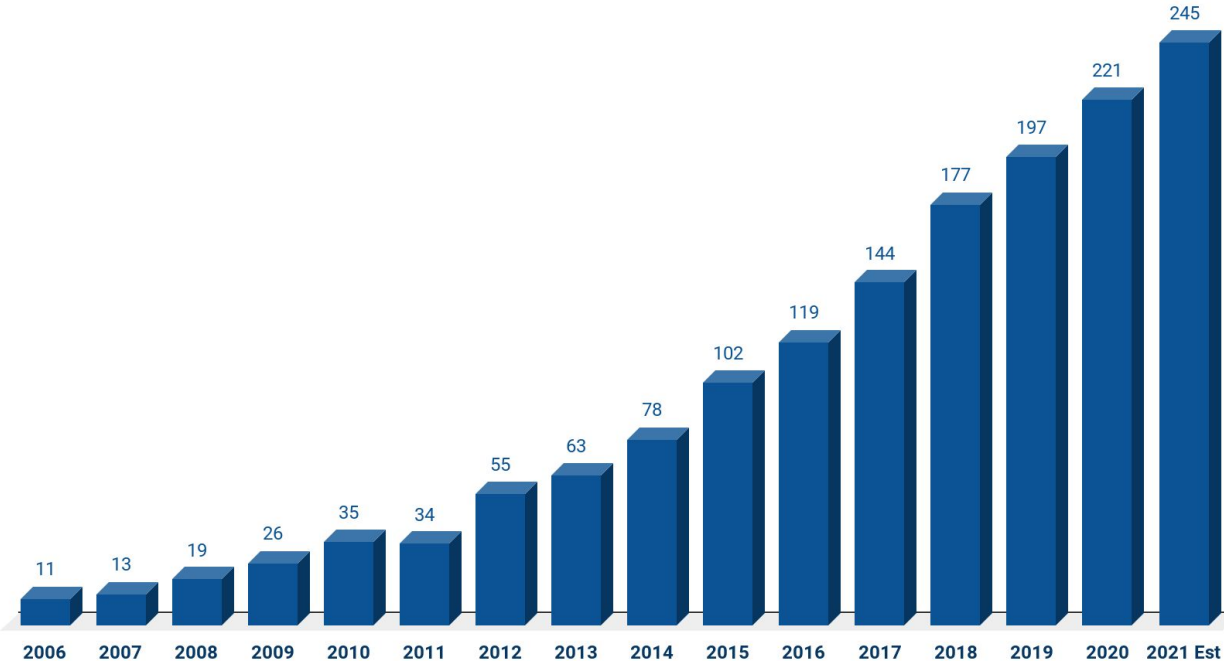
Top 5 Countries by the Number of FemTech Companies, Q4 2022



**North America** dominates the global FemTech market by number of companies, accounting for **47.8%**. The region is booming with new start-ups and research in women's health and wellness. **Europe** is second with **26.4%**, followed by **Asia** with **12.6%** and **MENA** with **5.5%**. The **United States** and the **United Kingdom** are the leading countries with the largest number of FemTech companies in the world.

# FemTech Market Evolution

## Number of Companies by Year of Founding\*



With social media and the changing world, more women are speaking about their experiences, so body issues and topics that were once considered taboo have become now a new norm in public discussions.

The number of FemTech companies is constantly growing, at the fastest pace since the 2010s. The feminist movement, rapid digitalisation, and personalised healthcare have given a boost to its rapid development. Starting from 2015, **over 100 companies have been founded annually.**

# FemTech Market Evolution

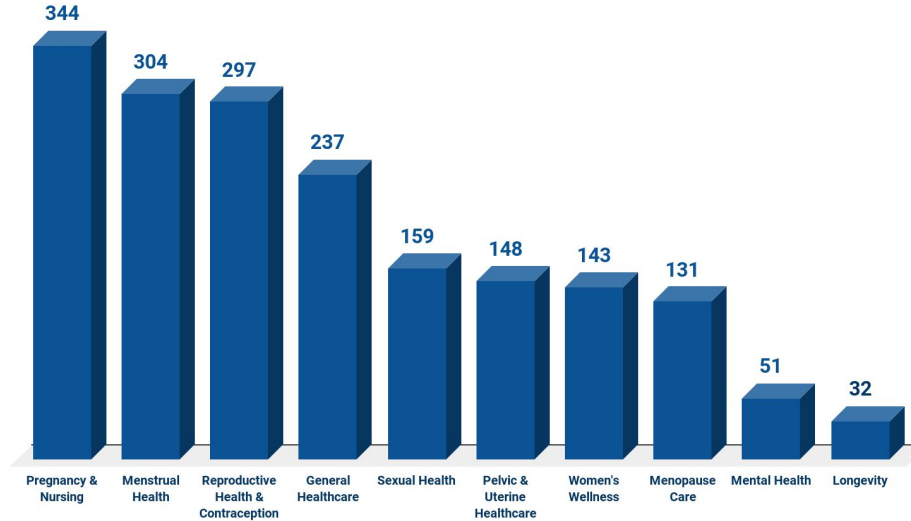
## FemTech Geography: 2015 vs. Q4 2022



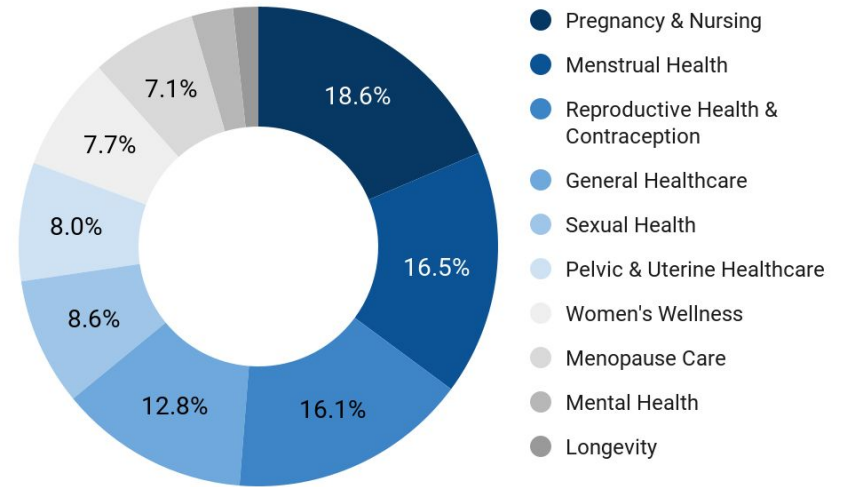
The FemTech sector is still very new and growing rapidly. Every year, FemTech companies are becoming more and more geographically distributed. Currently, the database of FemTech Analytics counts 1,800+ companies in 75 countries while there were about 470 before 2015 in 40 countries. According to projections, the FemTech sector will double in size in order to cover additional areas of women's healthcare and technology.

# FemTech Companies by Subsector

## Number of FemTech Companies by Subsector, Q4 2022



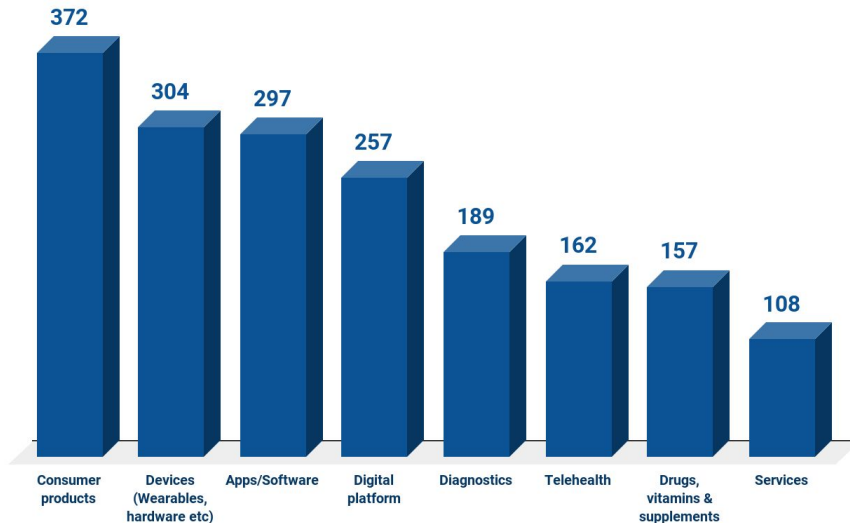
## Share of FemTech Companies by Subsector, Q4 2022



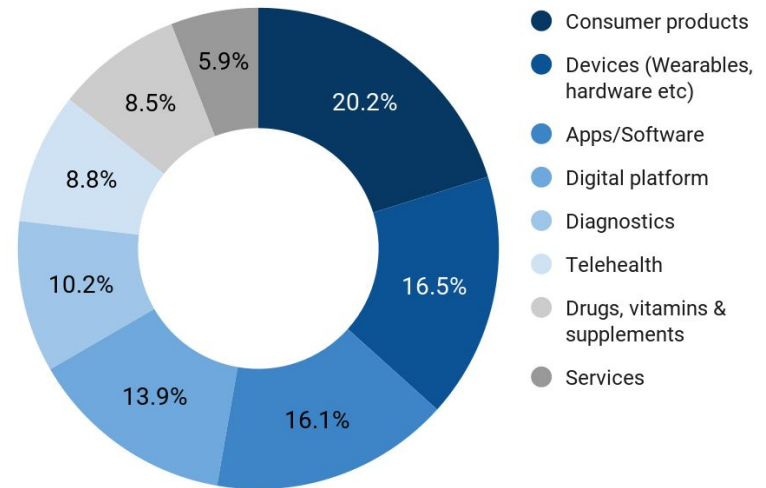
At almost 19% of the total market, **Pregnancy and Nursing** (e.g. [Raydiant Oximetry](#) and [HummCare](#)) is the largest subsector of the FemTech Industry by the number of companies. It is followed by the **Menstrual Health** subsector (e.g. [Calm Crew](#), [WeerWi](#), and [Inertia](#)), which accounts for 16.5%, and **Reproductive Health and Contraception** (e.g. [Oxolife](#) and [Noula Health](#)), occupying the third place with nearly 16%. Together, these **top three subsectors comprise 51% of the entire FemTech market.**

# FemTech Companies by Product Type

## Number of FemTech Companies by Product Type, Q4 2022



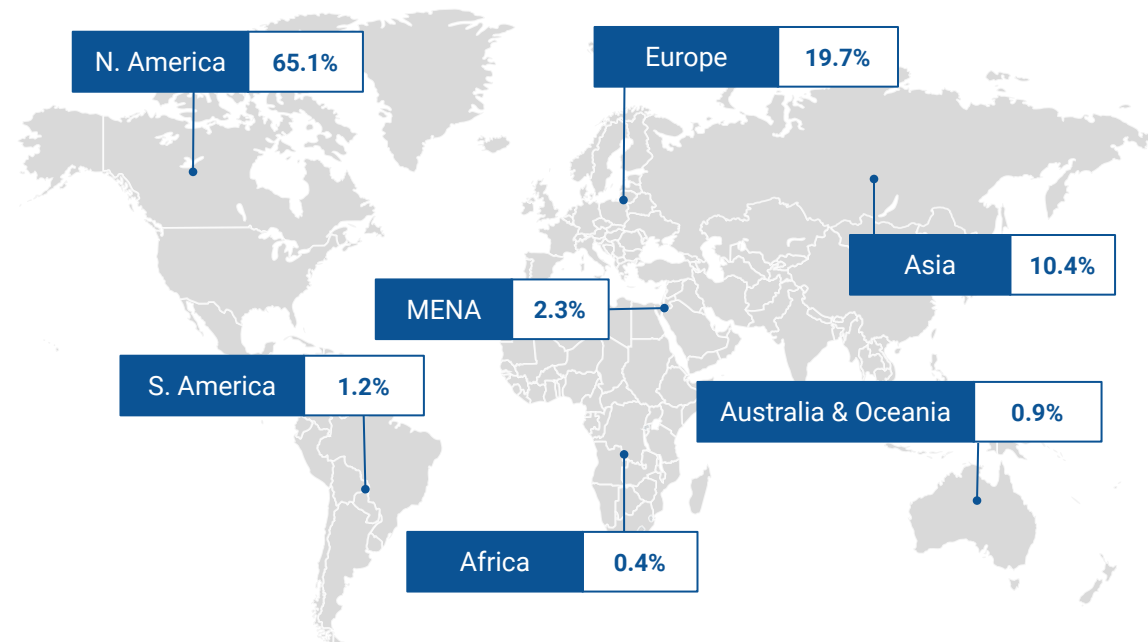
## Share of FemTech Companies by Product Type, Q4 2022



Accounting for 20% of the total market, **Consumer products** (e.g. SAIB and Slipp Health) has the largest share of the FemTech Industry by the number of companies. It is followed by **Devices** (e.g. EloCare and MyWelme), which accounts for 16.5%, and **Apps/Software** (e.g. Dawn and SheKnows), occupying the third place with more than 16%. Together, these **top three product type comprise 52.8% of the entire FemTech market.**

# FemTech Investors

## Investors: Regional Proportion



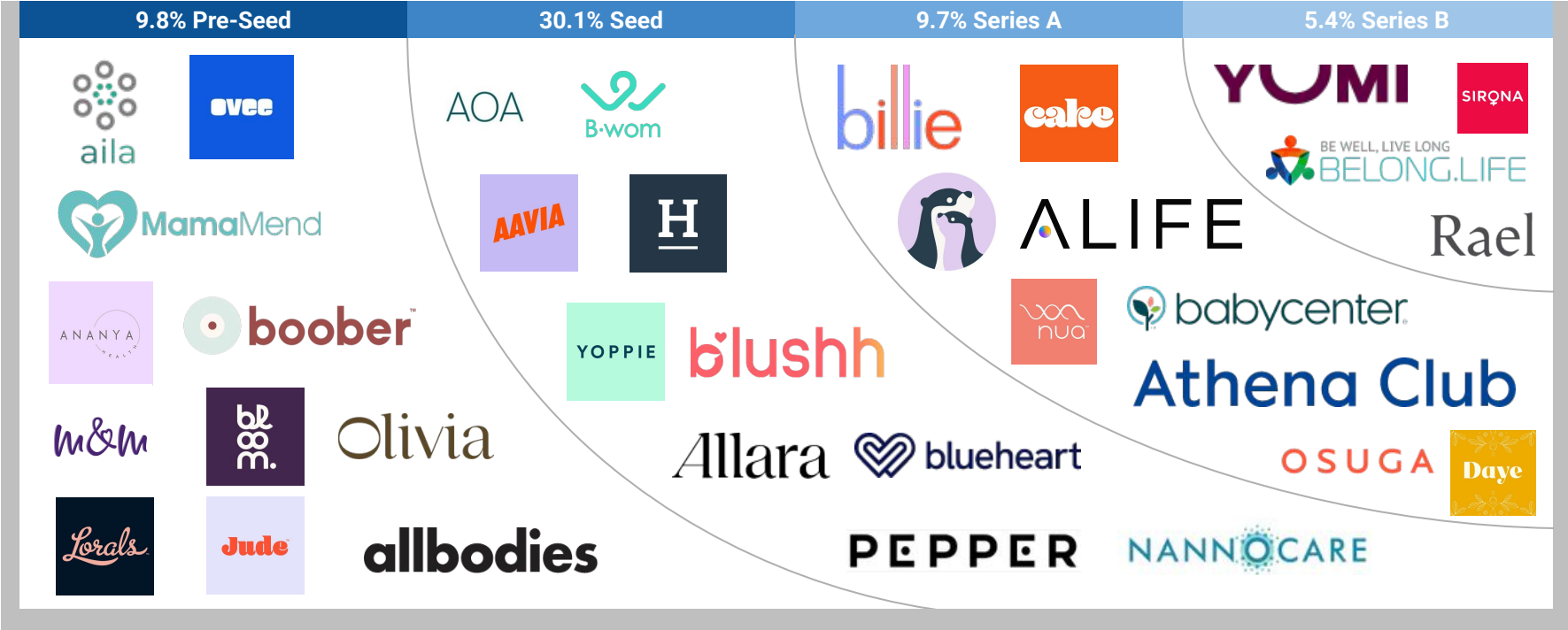
As with most sectors of the world economy, the FemTech sectors show the inherent prevalence of the North America investors' (approximately 65.1%) share in terms of investor representation. In North America, the most prevalent country of origin of the investors is the USA (60.9% from all investors).

Two other significant regions that house the investors are Europe and Asia that hold second and third place, with 19.7% and 10.4% share of investors, respectively. In Europe, the majority of investors come from United Kingdom while, in Asia, the majority of investors come from India and Japan.

The rest of the investment comes from the MENA, South America, Australia & Oceania and Africa.

# Last Funding Type in FemTech

FemTech is a rapidly growing industry that focuses on providing products and services to improve women's health. Some 30.1% 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 Focused on FemTech



**Avestria Ventures Management LLC** is a venture capital firm based in California that invests in early-stage women's health and life science companies.

**SPRINGBANK COLLECTIVE**

**Springbank Collective** is an early-stage investment firm that invests in solutions for all women and working families in the career, care and consumer sectors.



**Coyote Ventures**

**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.

**PORTFOLIA**

**Portfolia** designs investment funds for women supporting the innovations they want to see in the world for profits and impact.

**KIDRON**

**Kidron Capital Assets LP** is a FemTech venture capital firm that invests in medical technologies addressing women's healthcare and well-being.

**FemHealth Ventures**

**FemHealth Ventures** invests in groundbreaking innovators in women's health, focusing on drugs, devices, diagnostics, and digital applications.

**THE CASE FOR HER**

**The Case for Her** is a philanthropic investment portfolio addressing the key women's health issues of menstruation and sexual health and pleasure through grants, investments, and advocacy.

**astarteventures**

**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.

**Rhia VENTURES**

**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.

# Investment Deals in FemTech in Q4 2022

1



**Maven Clinic**, a virtual women's and family health clinic, has raised **\$90M** in Series E funding to further expand its virtual women's and family health clinic. This brings Maven's total funding to **\$300M**, demonstrating the growing demand for health services for women and families around the world.

2



**Delphinus Medical Technologies, Inc.** is a leader in innovation in advanced ultrasound, introducing a new technique for dynamic breast imaging using sound and water. Delphinus raises **\$30M** in Series D to bring its 3D breast ultrasound system to market.

3



**Gameto**, a biotech company that uses cell engineering to develop therapeutics for diseases of the female reproductive system, has added **\$17M** in funding. The new funding brings total capital raised since inception to **\$40M**.

4



**Apricity**, the UK's leading virtual infertility clinic, has raised **\$16.5M** in Series B funding to support the company's European expansion. The company advocates a new approach to reproductive medicine that combines fertility care with technology to increase the chances of conception while offering a better patient experience.

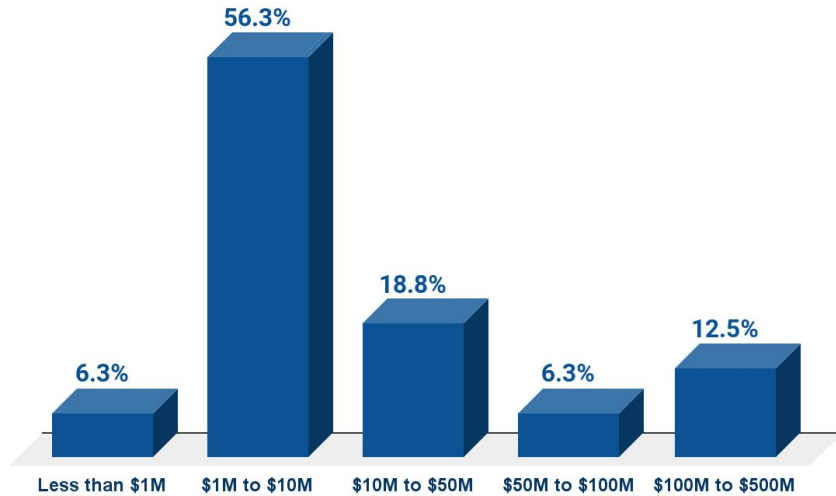
5



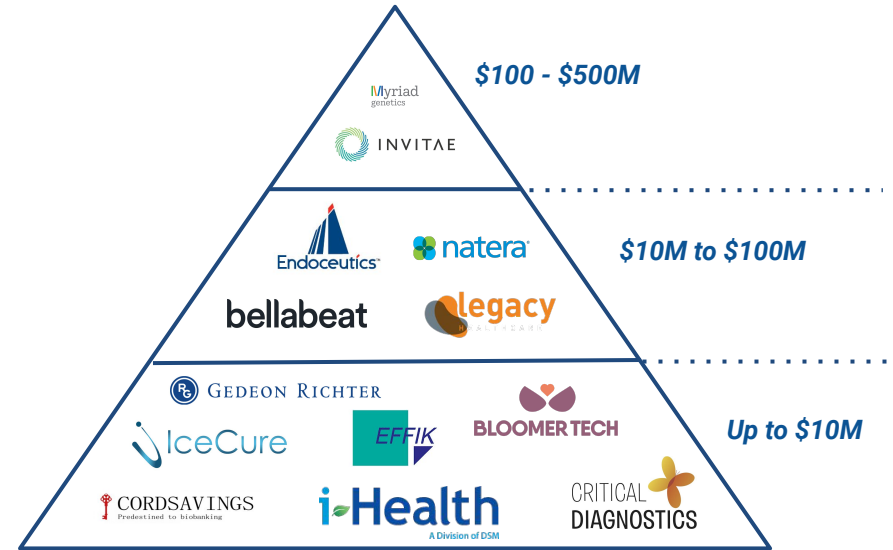
**EngagedMD** adds **\$11M** to expand its SaaS platform beyond fertility practices. Fertility practitioners around the world are using the EngagedMD platform to reduce repetitive manual tasks and simplify the patient journey. The company offers eLearn and eSign solutions to the fast-growing fertility sector, supporting the journey of more than half of all fertility patients in the US, UK and Canada.

# FemTech Longevity Companies by Revenue Overview

FemTech Longevity Companies by Estimated Revenue, Q4 2022



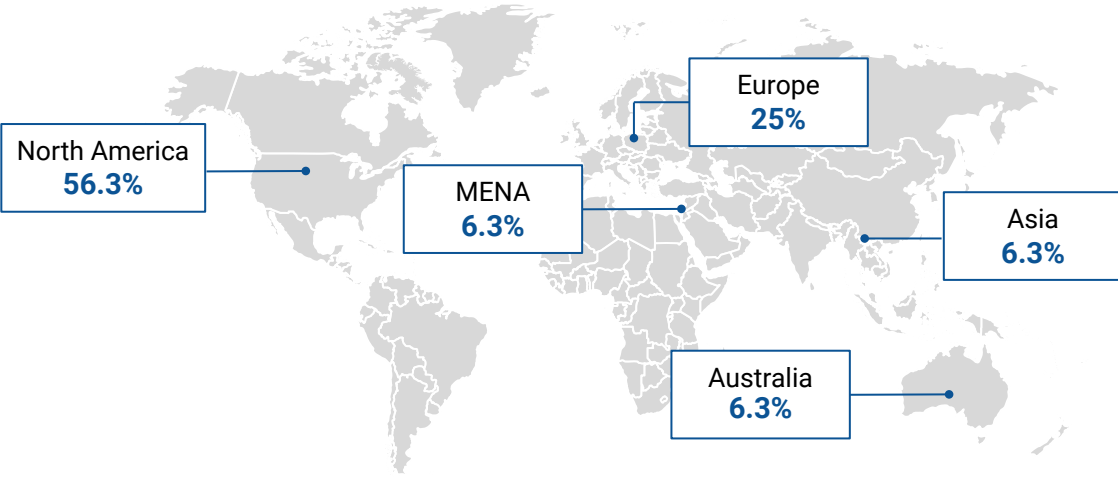
FemTech Longevity Companies by Estimated Revenue, Q4 2022



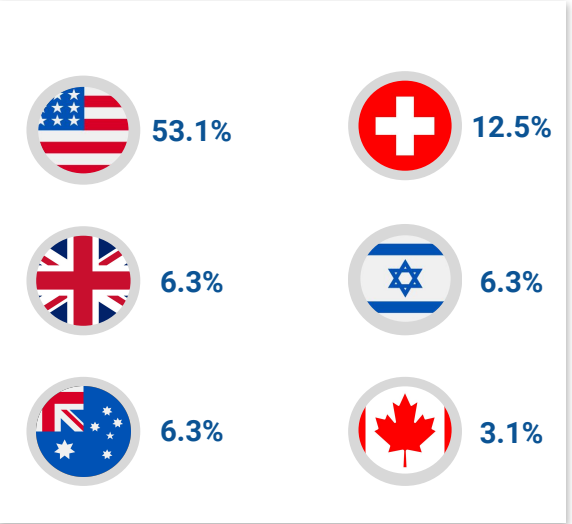
The largest number of companies, comprising 56% out of total in the FemTech Longevity subsector, show revenue estimated in the range of \$1 million to \$10 million. The revenue of about 6% of companies does not exceed \$1 million while 19% of players have revenue from \$10 million to \$50 million.

# FemTech Longevity Companies Regional Distribution

Distribution of FemTech Longevity Companies by Global Regions, Q4 2022



Leading Countries by the Number of FemTech Longevity Companies, Q4 2022



Geographically, most FemTech Longevity companies are based in North America (56%), particularly in the USA (53% of the total number of companies). Europe is the second-largest region, with a 25% market share. The FemTech Longevity subsector is somewhat less represented by Asian countries, MENA, and Australia: 6.3% in each region.

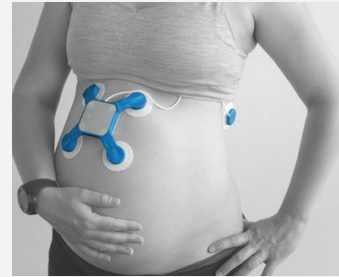
# FemTech Innovations and Gadgets

## Gynethotics™



**Cosm** is developing **Gynethotics™**, the world's first custom-made gynecological prosthetic for female pelvic floor disorders. Cosm combines novel physiological biomarkers, AI-driven cloud software, and 3D printing to create custom pessaries designed with the unique needs of the female body in mind.

## Oli



**Oli** is a device that uses innovative sensor technology and artificial intelligence interpretation to detect unplanned PPH during labor before the onset of postpartum bleeding. Studies predict that 80 percent of mothers with PPH can get medical care before bleeding starts using Oli, improving health outcomes and reducing risk.

## Molli®



**Molli®** makes breast cancer surgery simpler for patients, radiologists, and surgeons. After inserting a 3.2 millimeter magnetic marking device under the skin with a needle, surgeons then locate it using a wand-like tool connected to a tablet, which details the exact location of a tumor.

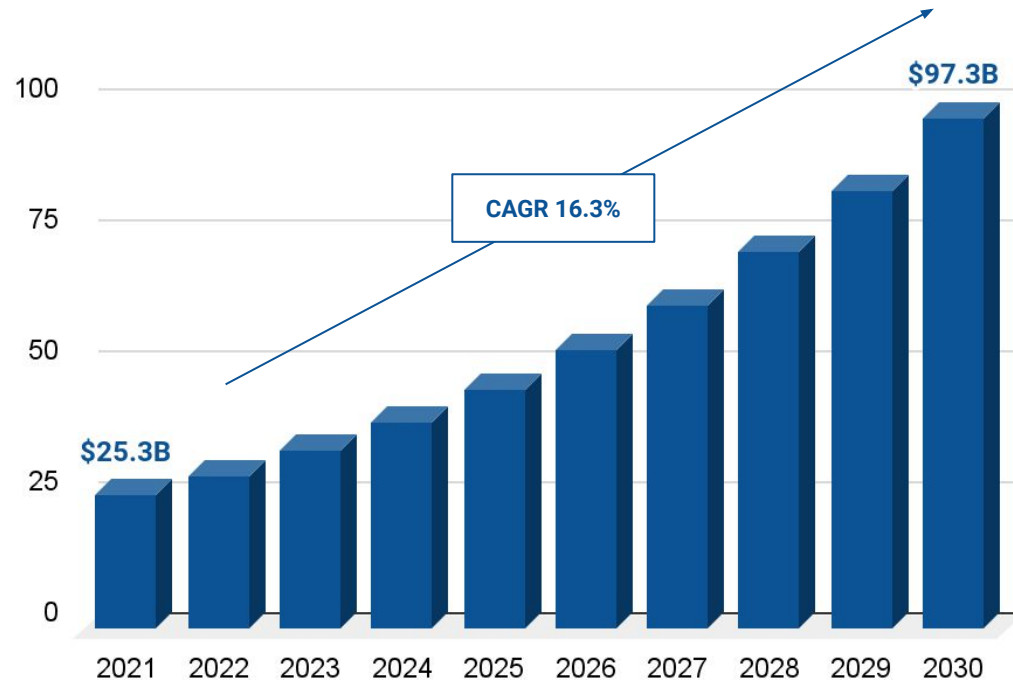
## JADA System



The **JADA System** is designed to apply a low level of vacuum to promote normal uterine contractions to provide control and treatment of abnormal uterine or postpartum bleeding. The product update includes a new set configuration with updated packaging as well as an optimised design to make the device easier to use.

# FemTech Market Projections

## FemTech Market Size, 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 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.

**FemTech Analytics (FTA)**, an analytical subsidiary of **Deep Knowledge Group**, is a strategic analytics agency focused on the emerging FemTech sector. 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.

## FemTech is Focusing on Three Key Activities:

### Market Intelligence

Producing regular **open-access and proprietary reports** on the emerging topics and trends in the FemCare industry. All reports are supported by our back-end analytics systems and tools that allow to receive fresh insights and updates about opportunities and risks.



### Big Data Analytical System & Dashboard

Building a comprehensive **Big Data Analytical System & Dashboard** (SaaS) as a one-stop-platform for all market and business intelligence operations our customers may need, including profiling thousands of companies, market signals and trends based on tens of millions of constantly updated data points.



### Virtual Events and Webinars

Organizing **virtual conferences** featuring FemTech influencers, including founders & CEOs of startups and established companies, investors, scientists and other key players in the Women's Health industry.



# About Deep Knowledge Group

**Deep Knowledge Group** is a consortium of commercial and non-profit organisations active on multiple fronts in the realm of DeepTech and Frontier Technologies (AI, Longevity, FinTech, GovTech, InvestTech), ranging from scientific research to investment, entrepreneurship, analytics, media, philanthropy, and more.

Deep Knowledge Group runs several data-driven **investments and financial vehicles**



DEEP KNOWLEDGE VENTURES



InvestTech Platform



LONGEVITY FINANCIAL CLUB



DeepTech and Longevity Industry Financial Advisors



LONGEVITY CARD



LONGEVITY CAPITAL

Deep Knowledge Group's **analytical subsidiaries** are world leaders in analytics for DeepTech and Longevity industries



AGING ANALYTICS AGENCY



Big Data Analytics Department



GovTech Analytics



FemTech Analytics



NeuroTech Analytics



DEEP KNOWLEDGE ANALYTICS



SpaceTech Analytics



DEEP PHARMA INTELLIGENCE

Deep Knowledge Philanthropy pioneers several infrastructural **social impact projects**



DEEP KNOWLEDGE PHILANTHROPY



5th Industrial Revolution Institute



LONGEVITY INTERNATIONAL



ATLAS



Swiss Longevity Valley



Biogerontology Research Foundation  
Prevent. Restore. Preserve.





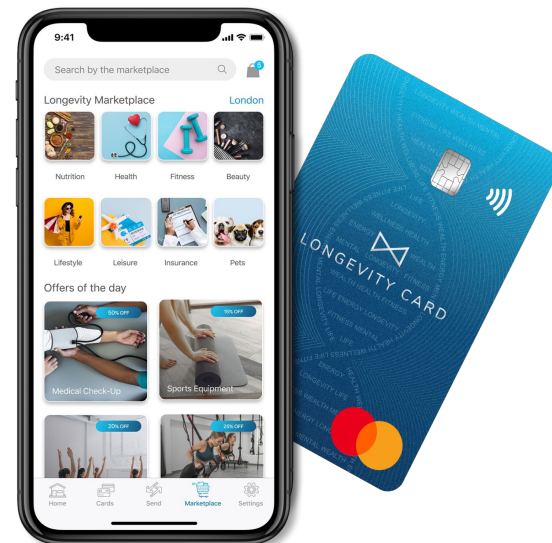
**Longevity Card** is the new way to lead a healthy lifestyle and manage money in one secure app. We strive to make the mobile experience easier and safer for people of all ages by developing new features in combination with cutting edge HealthTech,

AgeTech and FinTech designed for users who are planning to live healthy, extra long lives and remain financially stable. The app has its very own mHealth fitness, wellbeing and nutrition console as well as a marketplace of the best health and wellness brands in the world. The app is currently in beta testing.

**Longevity Marketplace** offers the world's best health products and services, exclusively featuring scientifically and technically validated vendors. Products and services will be provided in the form of recommendations, based on the questionnaire and digital avatar which contain detailed information about the health, lifestyle and daily habits of patients.

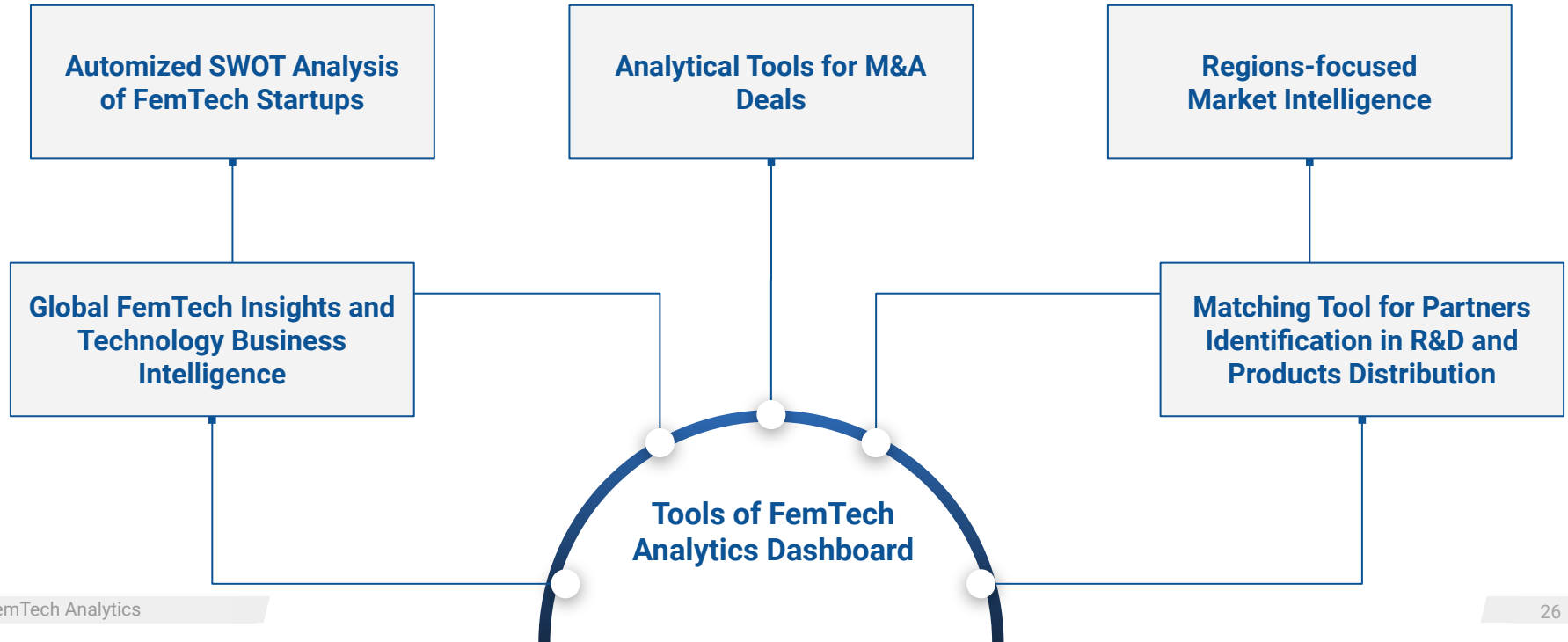
JOIN THE WAITLIST

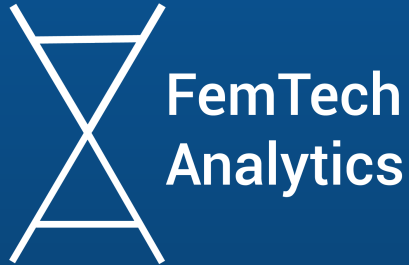
Featured in:

A collection of logos for various media outlets and organizations. From left to right: Forbes, Fintech Futures, World Economic Forum, Sifted (with "backed by FT FINANCIAL TIMES" text), Benzinga, Yahoo Finance, and Daily Mail.

# FemTech Big Data Analytical System & Dashboard

We are building dashboard focused on the FemTech market and tailored to the specific business needs of consumer oriented corporations with a FemTech focus.





**E-mail: [info@femtech.health](mailto:info@femtech.health)**

**Website: [www.femtech.health](http://www.femtech.health)**

**FemTech Analytics (FTA) Disclaimer:**

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