

Menstrual Health Apps Market Assessment, By Application [Period Cycle Tracking, Fertility and Ovulation Management, Menstrual Health Management], By Platform [Android, iOS], By Region, Opportunities and Forecast, 2018-2032F

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Report description:

Global menstrual health apps market is projected to witness a CAGR of 18.13% during the forecast period 2025-2032, growing from USD 1.53 billion in 2024 to USD 5.82 billion in 2032. The market's growth is bolstered by the rapid expansion of the menstruating population, increasing internet connectivity, rising disposable income, growing efforts of app developers to enhance user experience and convenience by providing advanced solutions, and widespread utilization of smartphones.

The increasing dependency on menstrual apps for tracking fertility is also propelling the market's demand, as menstrual health apps allow users to manage fertility by predicting ovulation and monitoring menstrual cycles. As awareness about reproductive health increases, more women are turning towards menstrual health apps for reproductive planning. Additionally, due to the rising cases of infertility, the dependency on menstrual health apps is further increasing for managing fertility and tracking menstrual cycles. The World Health Organization (WHO) estimates that approximately 17.5% of the adult population across the globe is experiencing infertility.

The rapid expansion of the menstruating population is further propelling the requirement for menstrual health apps. According to the estimates of the United Nations, over 2 billion people across the globe menstruate every month. Menstrual health apps offer effective solutions for those seeking convenient and reliable solutions for tracking menstrual cycle and fertility and increasing awareness about reproductive health. As more individuals seek reliable solutions for tracking menstrual cycles and symptoms, the demand for these apps is growing significantly, and the leading players in the market are focusing on developing new innovative features that enhance consumer convenience.

Increasing Prevalence of Gynecological Issues Boosts Market Demand

The rising number of gynecological disorders is one of the major factors propelling the reliance on menstrual health apps in different regions across the globe for tracking menstrual cycles. As more women seek effective solutions for understanding and managing their reproductive health, the requirement for menstrual health apps is significantly increasing for tracking fertility,

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menstrual cycles, and other symptoms. Apart from tracking, these apps are also designed to provide personalized insights and support and allow women to address different gynecological concerns, such as fertility issues and irregular periods. The increasing cases of polycystic ovary syndrome (PCOS) and endometriosis, among others, are increasing the dependency upon such as managing and monitoring menstrual health. As per the estimates of the WHO published in February 2025, Polycystic ovary syndrome (PCOS) affects approximately 6-13% of women of reproductive age. The heightened awareness among the general population about such conditions and growing emphasis on enhancing women's health and well-being is propelling the demand for menstrual health apps and providing lucrative growth opportunities for the market.

Increasing Digital Literacy Supports Market Expansion

The significant rise in digital literacy in different regions across the globe, coupled with increasing accessibility to smartphones and the Internet, is one of the major factors supporting the growth of the menstrual health apps market. As per the Pew Research Center estimates, as of November 2024, approximately 91% of Americans own a smartphone. Improved digital literacy also ensures increased user retention and engagement, and the users can better use the different features offered by these apps. Moreover, the rising awareness about online data security and privacy is also encouraging more women to use these apps for effectively managing their health, contributing to the market's growth and expansion.

Menstrual Health Management Accounts for Significant Share of the Market

The increasing reliance on menstrual health apps for effective management of menstrual cycles can be attributed to the rising prevalence of different menstrual disorders, including PCOS, endometriosis, dysmenorrhea, menorrhagia, oligomenorrhea, and hypomenorrhea, among others. According to the estimates of the Centers for Disease Control and Prevention, approximately 5 million women suffer from PCOS in the United States. Additionally, the evolving lifestyle habits of the younger population are also resulting in increased cases of menstrual disorders in young women and adolescents.

The growing preference for digital health management solutions due to their convenient nature and data backup availability further propels the global menstrual health app market demand. Moreover, the widespread utilization of smartphones and electronic devices and improving internet connectivity are also providing lucrative growth opportunities for the market.

North America Holds Major Market Share

The market's growth can be attributed to the high internet penetration in the region, the strong presence of leading market players, and rising research and development activities. The growing preference for digital healthcare solutions coupled with the increasing healthcare expenditure in the region is also providing lucrative growth opportunities for the North American menstrual health apps market. The growing awareness about reproductive health and wellness also supports the market's expansion. Meanwhile, the market is expected to witness significant growth in the Asia-Pacific region over the forecast period due to the rising investments in women-oriented health and wellness campaigns and increasing internet penetration in different countries in the region. The rapid population growth in countries such as China and India and the utilization of smartphones are creating lucrative growth opportunities for the market in the Asia-Pacific.

Future Market Scenario (2025-2032F)

-□As per the global menstrual health apps market analysis, the market is expected to observe significant growth in the coming years due to increasing efforts to improve menstrual health apps, the rapid expansion of the menstruating population, rising digital literacy, and increasing disposable incomes in various regions.

-□Rapid population expansion is also expected to propel the need for menstrual health apps to aid the menstruating population in effectively tracking their cycles and managing their symptoms. As per the estimates of the United Nations, the global population is estimated to increase to 9.7 billion in 2050.

Key Players Landscape and Outlook

The market's growth is boosted by the increasing focus on launching new apps, rising investments towards menstrual health startups, and growing focus on creating awareness about menstruation. In November 2024, Ove Care Limited launched an app targeting teenagers. The app is designed to support teenagers in navigating puberty and their first period and provides them with an appropriate education. The app's AI chatbot is programmed to answer questions related to puberty and menstruation with sensitivity. The app is available across both Android and iOS platforms.

Due to the rising environmental consciousness, developers are now focusing on building apps that record environmental footprints. For instance, in December 2024, Asan India launched the Asan Period Tracker. The app is available on both Google Play

and the App Store and is designed to aid women in tracking their menstrual cycles and identifying signs and symptoms that could be potential indicators of health issues. The environmental tracker feature of the app allows women to track the carbon footprint of the period products they use during menstruation and identify which products promote sustainability and are also economically efficient.

Moreover, in July 2024, Flo Health Inc. secured funding of USD 200 million and achieved unicorn status. With this funding, the company plans to increase its research and development headcount and expand its teams in North America and Europe. The company also intends to leverage General Atlantic Service Company L.P.'s expertise in scaling companies that follow a subscription business model.

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