

Women's Health Diagnostics - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 120 pages | Mordor Intelligence

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Report description:

Women's Health Diagnostics Market Analysis

The Women's Health Diagnostics Market size is estimated at USD 30.73 billion in 2025, and is expected to reach USD 41.93 billion by 2030, at a CAGR of 6.41% during the forecast period (2025-2030).

Uptake of AI-enabled screening tools, streamlined pathways for laboratory-developed tests, and growing employer investment in preventive benefits will keep the women's health diagnostics market on a steady growth path through the end of the decade. North America continues to anchor the field with 38.26% revenue in 2024, yet Asia-Pacific is advancing fastest as infrastructure spending and public awareness programs lift test volumes. Molecular assays are raising diagnostic accuracy for breast, cervical, and infectious diseases, while tele-health-facilitated self-collection models chip away at traditional access barriers. Competitive intensity is rising as multi-national device makers embed artificial intelligence across imaging and in-vitro platforms, even as fem-tech startups win share in direct-to-consumer channels.

Global Women's Health Diagnostics Market Trends and Insights

Rising Incidence of Chronic & Lifestyle Disorders

The global growth in obesity, diabetes, and hormone-related cancers is translating into greater demand for early detection tools that can identify disease before symptoms appear. Cardiometabolic risk factors elevate female vulnerability to breast and

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endometrial cancers, prompting clinicians to widen screening protocols beyond age-based criteria. Health ministries in Europe and North America now reimburse combined mammography and genetic panels for high-risk women, boosting test volumes across hospital networks. Wearable biosensors are being trialed to detect metabolic changes in real time, creating fresh datasets for predictive algorithms. As women's lifespans lengthen, the clinical imperative to manage chronic disease upstream will continue to propel the women's health diagnostics market.

Increased Adoption of POC & Rapid Diagnostic Tests

Point-of-care platforms shorten diagnostic cycles from days to minutes, making it easier to treat infections before complications arise. The FDA's 2025 clearance of the first OTC molecular test for chlamydia, gonorrhea, and trichomoniasis allows consumers to perform triple-pathogen screening at home and receive results in 30 minutes. Mobile clinics in rural U.S. counties now deploy portable PCR units for same-day pelvic inflammatory disease management, while European pharmacies have introduced CLIA-waived pregnancy-related preeclampsia assays. Fast turnaround times minimize follow-up loss, improve antimicrobial stewardship, and help payers avoid costly late-stage interventions, reinforcing the positive impact on the women's health diagnostics market.

High Cost of Diagnostic Imaging Systems

Capital expenditure for MRI and advanced ultrasound can exceed USD 2 million per unit, a figure that challenges hospitals in emerging economies. Currency depreciation and import tariffs inflate acquisition costs, slowing replacement cycles and limiting geographic coverage. Although vendor financing and public-private partnerships are easing budget constraints, many facilities still operate analog systems that lack AI readiness. Elevated ownership costs thus temper the near-term rollout of cutting-edge modalities, creating a moderate drag on the global women's health diagnostics market CAGR.

Other drivers and restraints analyzed in the detailed report include:

Tele-Health Enabled At-Home Self-Collection Kits / AI-Based Breast-Density Analytics Boosting Reimbursement / Data-Privacy Concerns Over DTC Genetic Testing /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Diagnostic tests generated the majority of revenue, accounting for 54.68% of the women's health diagnostics market in 2024. Molecular platforms are popular because they deliver multiplex detection of sexually transmitted infections, hereditary cancer mutations, and prenatal anomalies in a single run. High-throughput PCR systems equipped with sample-to-answer cartridges are now standard in many reference labs, reducing hands-on time and supporting same-day therapy initiation. Genetic and genomic panels represent the quickest-expanding product line at a 9.24% CAGR, mainly due to broader insurance coverage for BRCA and Lynch syndrome screening. Demand for digital pregnancy and ovulation tests remains steady, as smartphone linkages offer cycle tracking and tele-consultation portals.

Diagnostic devices held the remaining 45.32% share, led by AI-capable mammography, ultrasound, and bone densitometry equipment. Automated breast ultrasound systems integrate 3D reconstruction and density scoring, cutting scan time and operator variability. Biopsy tools are upgrading to vacuum-assisted needle designs that limit tissue trauma, and guided navigation software helps clinicians sample lesions with sub-millimeter precision. Over the forecast window, bundled device-and-software sales will allow manufacturers to cross-sell analytics modules, reinforcing their recurring revenue streams within the women's health diagnostics market.

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Immunoassays remained the most significant technology slice at 31.93% in 2024, valued for their versatility in hormone, oncology, and infectious disease testing. Continuous improvements in chemiluminescent substrates have shortened assay times to under 15 minutes, making them practical triage tools in emergency settings. Meanwhile, AI-enabled analytics is climbing fastest with an 8.35% CAGR, propelled by FDA clearances for algorithmic breast density and risk scoring. Deployment of cloud-based machine learning pipelines lets small clinics process imaging data without heavy on-premises hardware, democratizing access to advanced analytics.

Molecular diagnostics remains a powerhouse segment, thanks to loop-mediated isothermal amplification and CRISPR-based detection formats suited for decentralized testing. Imaging technology is not standing still: vendors are adding deep-learning reconstruction that improves image clarity at lower radiation doses. Together, these advances are widening clinical indications and boosting throughput, sustaining momentum in the women's health diagnostics market.

The Women's Health Diagnostics Market Report is Segmented by Product Type (Diagnostic Devices, Diagnostic Tests), Technology (Immunoassay, Molecular Diagnostics, Imaging, AI-Enabled Analytics), Application (Breast Cancer, and More), End User (Hospitals & Diagnostic Centres, and More), and Geography (North America, Europe, Asia-Pacific, Middle East & Africa, South America). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America led with 38.26% of 2024 revenue, underpinned by robust reimbursement policies and a steady cadence of FDA approvals that pull innovation from bench to bedside faster than any other region. United States insurers expanded coverage for AI-assisted mammography after mandated breast density reporting took effect in 2024. Canada's HPV self-collection launch is lifting cervical screening compliance among underserved groups.

Asia-Pacific posted the quickest regional climb at a 9.74% CAGR, extending the women's health diagnostics market into populous countries that previously lacked widespread screening infrastructure. China subsidizes rural imaging vans and genomic tumor-profiling grants, and Japan's top private insurers now cover AI-assisted ultrasound for dense-breast patients. India is leveraging telemedicine platforms integrated with point-of-care PCR to reach remote villages, narrowing the urban-rural detection gap. Startups across Singapore, South Korea, and Australia are focusing on menstrual health analytics and fertility assessment, injecting local flavor into product pipelines.

Europe maintains a balanced position with established national screening programs that keep test volumes steady. Germany and the United Kingdom are leading adopters of cloud-based PACS linked to AI engines, while France is piloting bundled breast and ovarian cancer genetic screening in public hospitals. Southern European countries are harmonizing LDT validation processes in anticipation of the EU In-Vitro Diagnostic Regulation transition, protecting patient safety and sustaining trust. Together, these initiatives reinforce the long-term resilience of the women's health diagnostics market across the continent.

List of Companies Covered in this Report:

Abbott Laboratories / Beckton Dickinson / bioMerieux / Carestream Health / Roche / GE Healthcare / Hologic / Koninklijke Philips / Siemens Healthineers / Fresenius / Quest Diagnostics / PerkinElmer / Myriad Genetics / Procter & Gamble / Thermo Fisher Scientific / Cepheid (Danaher) / The Cooper Companies / FUJIFILM / LumiraDx / Everlywell / Mankind Pharma / Butterfly Network /

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Rank/Share, Products & Services, Recent Developments)

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