

This growth will be fuelled by greater awareness and openness about female health topics, changing perceptions about women's health issues, and more capital accessibility for female founders. A key driving force is the penetration of smartphones and the internet in some Asian countries like India and the awareness of their use. All age groups have shown a desire to get advice and care from online forums, healthcare platforms, and experts.

The biggest challenge to the growth of female technology is that it is largely a startup culture driven by female founders who find it extremely hard to raise money on topics related to women's health because proving the scalability of the solution can be difficult.

The top five growth opportunities for the region are:

1. The need for screening beyond breast cancer in rural markets.
2. Women-specific clinical research and care standards for cardiac care and diabetes.
3. The need for affordable menstrual care solutions.
4. The need for advanced and affordable fertility solutions.
5. Uterine health (endometriosis, PCOS) solutions, including awareness and education.

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