

How FemTech Spurt in APAC is Redefining Healthcare

May 1, 2026 | Opinion | By Aryaman Tandon, Managing Partner, Healthcare and Lifesciences, Praxis Global Alliance, India

Despite representing half the global population, women's health has historically received only a fraction of healthcare innovation and investment. FemTech is beginning to change that. What was once a niche category is rapidly emerging as a multi-billion-dollar sector reshaping how women access, manage, and advocate for their health. This shift is being fueled by several converging forces: rapid mobile-first adoption across emerging markets, growing economic power in women's hands, and increased attention to chronic conditions that disproportionately affect them. Together, these trends are not only filling long-standing gaps in care but also redefining healthcare delivery for half the world's population.



Women's health has historically been underrepresented in medical research and healthcare innovation. FemTech is beginning to address this imbalance by placing women's health journeys, from adolescence to menopause, at the centre of technology-enabled care.

Forces unlocking FemTech's growth

The FemTech market in the Asia-Pacific (APAC) region is estimated at \$8 billion in 2025 and is expected to reach over \$19 billion by 2030, growing at an estimated 17 per cent CAGR. This rapid expansion reflects several structural shifts reshaping how women engage with healthcare.

- **The digital leapfrog:** Rapid mobile adoption across Asia-Pacific is transforming access to care. The region had 1.7 billion mobile subscribers in 2023, with more than two-thirds living outside major urban centres. Around 76 per cent of these users already own smartphones, a figure expected to reach 94 per cent by 2030. Mobile-first platforms now enable private, on-demand services, from period tracking to teleconsultations, helping women overcome barriers such as distance, limited provider access, and social stigma.

- **Economic empowerment:** Women account for roughly half of the global labour force, with participation rising across many economies. As financial independence grows, so does their influence over household spending, particularly in healthcare. With greater control over decisions, women are increasingly seeking solutions tailored to their health needs.
- **Addressing an overlooked health burden:** Traditional healthcare systems have long underserved women's chronic conditions. Disorders such as PCOS and endometriosis affect millions globally but often go untreated for years. FemTech companies are addressing this gap through digital monitoring tools, connected devices, and personalised insights that enable earlier detection and intervention. Closing these gaps could add ~\$1 trillion annually to the global economy by 2040 through improved productivity and health outcomes.

Anatomy of the opportunity: Where innovation is accelerating

The FemTech innovation ecosystem has expanded rapidly, growing from fewer than 200 startups globally a decade ago to over 900+ today, reflecting rising investor confidence in women's health innovation. Several segments are emerging as key areas for growth.

- **Next-generation menstrual health:** Menstrual health remains a foundational segment. Digital cycle-tracking apps are evolving into broader hormonal health platforms that combine cycle data with AI insights and connected devices. These tools help women better understand how hormonal cycles affect mood, sleep, energy, and metabolic health.
- **Fertility, pregnancy, and postpartum care:** Reproductive health continues to attract strong investor interest. In 2024, global FemTech investments reached \$2.2 billion, representing nearly 8.5 per cent of digital health funding. Startups across Asia-Pacific, particularly in India and Japan, are developing solutions for fertility planning, remote pregnancy monitoring, and postpartum recovery.
- **Chronic condition management & wellness:** Device-based FemTech solutions are expanding rapidly. Fertility trackers, wearable contraceptives, pelvic floor trainers, and connected glucose monitors accounted for over one-third of FemTech revenue in Asia-Pacific in 2024. These tools enable continuous monitoring and earlier diagnosis.
- **Diagnostics, telehealth, and discreet care:** Privacy and convenience are key adoption drivers. Telemedicine platforms, at-home diagnostics, and wearable sensors allow women to access healthcare more discreetly and conveniently, especially in regions where stigma or limited infrastructure restricts traditional care.

New frontiers shaping future of FemTech

Beyond current innovation areas, several emerging trends could further accelerate the sector's growth.

- **AI-powered women's health insights:** In 2025, over 55 per cent of newly launched FemTech solutions globally incorporate AI-powered diagnostics, predictive analytics, or virtual consultations. These tools analyse patterns across menstrual cycles, fertility signals, and hormonal indicators, helping detect potential health issues earlier and enabling more personalised care.
- **Integration with broader healthcare ecosystems:** FemTech platforms are increasingly partnering with hospitals, insurers, and corporate wellness programmes. Employers are emerging as a key distribution channel, with more than 60 per cent of large companies in developed markets now offering fertility or reproductive health benefits. Such partnerships are gradually embedding FemTech into mainstream healthcare delivery.
- **Data-driven research opportunities:** FemTech platforms generate vast real-world health data. Millions of daily data points related to menstrual cycles and fertility patterns are now tracked globally, helping address long-standing research gaps in women's health.

Key challenges facing the FemTech sector

Despite its strong momentum, the FemTech sector still faces several barriers that could slow adoption.

- **Cultural taboos and trust barriers:** In many regions, topics such as menstruation, fertility, menopause, and sexual health remain culturally sensitive. Social stigma can discourage women from openly seeking solutions or discussing health concerns. Concerns around data privacy and misuse of sensitive health information also remain significant barriers.
- **Monetisation challenges in price-sensitive markets:** While demand is strong, affordability remains a challenge in emerging markets. Many users expect digital services to be free or low-cost, making sustainable revenue models difficult. Insurance reimbursement for FemTech services also remains limited.
- **Fragmented regulatory landscapes:** FemTech solutions often fall between wellness products, medical devices, and digital health platforms, creating regulatory ambiguity. Different countries also impose varying standards for clinical validation, data protection, and device approvals, increasing compliance complexity for companies scaling across markets.

Playbook for winning

As the industry evolves, the conversation is shifting from what to build to how to win. Companies that succeed in FemTech are likely to focus on three priorities.

- **Building culturally sensitive solutions:** Community-led engagement, partnerships with trusted healthcare professionals, and education-first content strategies can help normalise conversations around women's health.
- **Developing innovative monetisation models:** Tiered freemium offerings, employer-sponsored programmes, and partnerships with insurers can expand access while maintaining financial sustainability.
- **Designing adaptable technological platforms:** Modular digital platforms that can adapt to different regulatory environments will allow companies to scale more effectively across diverse markets.

Setting a New Standard

FemTech is no longer an emerging niche; it is a rapidly growing movement transforming how women access and experience healthcare.

Driven by technological adoption, rising economic empowerment, and increasing awareness of women's health needs, the sector presents both a significant commercial opportunity and meaningful social impact.

From menstrual health and fertility care to chronic disease management and AI-enabled insights, FemTech is setting a new standard for inclusive, personalised healthcare, reshaping healthcare for half the world's population.

Aryaman Tandon, Managing Partner, Healthcare and Lifesciences, Praxis Global Alliance, India