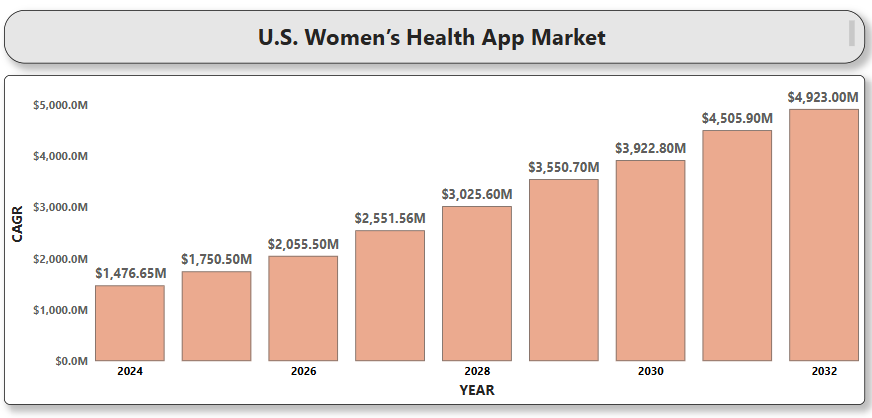
A close-up of hands holding a tablet and a pen

Description automatically generated**U.S. Women’s Health App Market**

According to Intelli, the U.S. Women’s Health App Market size was valued at USD 1,476.65 Million in 2024 and is projected to reach USD 4,923 Million by 2032, growing at a compound annual growth rate (CAGR) of 17.12%, during the forecast period of 2024 to 2032.



Women’s health apps are transformative digital tools that empower women to take control of their physical, emotional, and reproductive well-being through personalized, data-driven support. These apps encompass a broad spectrum of functionalities, from menstrual cycle and ovulation tracking to fertility monitoring, pregnancy support, and menopause management. They often extend further to include mental health assessments, fitness planning, and personalized nutrition advice. Powered by AI and machine learning, many women’s health apps go beyond basic tracking by providing intelligent, customized health insights and predictive notifications. This technology enables early identification of potential health concerns and promotes proactive, timely medical care, empowering users to make informed decisions about their well-being. Their impact is especially significant in underserved regions, where they help bridge gaps in access to care and information. As digital health continues to evolve, these apps are not just tools for convenience, they are vital agents in promoting health equity, autonomy, and informed decision-making for women across all life stages.

**U.S. Women’s Health App Market Definition**

The U.S. women's health app market is a dynamic and rapidly evolving sector within the broader digital health landscape. This market comprises a segment of the broader digital health ecosystem focused on mobile applications designed to support and enhance various aspects of women’s health and wellness. This market includes a wide range of app-based solutions that address reproductive health (such as menstrual cycle and ovulation tracking, fertility monitoring, and pregnancy support), general health and wellness (including fitness, nutrition, and mental health), and life-stage-specific needs (such as menopause and postpartum care). The market comprises both standalone health tracking apps and integrated digital platforms that offer telemedicine consultations, community support, and health education content.

A close-up of hands holding a tablet and a pen

Description automatically generated**U.S. Women’s Health App Market Overview**

The U.S. women’s health app market is experiencing robust growth, driven by several key factors reshaping the digital healthcare landscape. Increasing health awareness among women, coupled with rising demand for personalized and accessible health solutions, has significantly boosted the adoption of mobile health apps. The widespread use of smartphones and wearable devices enables continuous health monitoring and real-time insights, fueling user engagement. Advancements in technologies like artificial intelligence, machine learning, and data analytics are significantly elevating the capabilities of women’s health apps, enabling smarter health tracking, personalized insights, and predictive alerts that enhance user outcomes. At the same time, heightened awareness and concern around reproductive health, menstrual irregularities, fertility challenges, and mental well-being have broadened the user base, making these platforms relevant for women at all stages of life. The market is further propelled by favorable regulatory developments and a growing willingness among healthcare providers to integrate digital tools into patient care. Additionally, a cultural shift toward preventive and self-managed healthcare, along with the rapid rise of the femtech sector, has solidified these apps as indispensable components of contemporary women’s health management.

**U.S. Women’s Health App Market Segmentation**

The U.S. women’s health app market is segmented based on functionality, age group, and distribution channel, allowing stakeholders to better understand.

**U.S. Women’s Health App Market, By Application Type**

* **Menstrual Health & Ovulation Tracking**
* **Fertility & Pregnancy Tracking**
* **Fitness & Nutrition**
* **Mental Health & Well-being**
* **Menopause Management**
* **Chronic Condition & Disease Management**

A close-up of hands holding a tablet and a pen

Description automatically generatedThe U.S. women’s health app market is segmented by application type, with menstrual health and ovulation tracking apps leading the sector. Fitness and nutrition apps are rapidly gaining momentum as more women prioritize holistic wellness and preventive care. Pregnancy tracking and postpartum support apps also hold a prominent place, offering essential guidance and monitoring tools for expectant and new mothers. Meanwhile, menopause management apps are steadily emerging to address the unique needs of aging women, and chronic condition management apps provide vital support for those dealing with long-term health issues like PCOS and diabetes.

**U.S. Women’s Health App Market, By Age Group**

* **Teenagers & Young Adults**
* **Adults (20–40 years)**
* **Middle-aged (40–55 years)**
* **Older Women (55+ years)**

The U.S. women’s health app market is segmented by age group to reflect the distinct health priorities and digital engagement patterns of users at different life stages. Teenagers and young adults primarily engage with apps for menstrual health education, cycle tracking, and mental wellness support, as this demographic is highly tech-savvy and open to digital health tools. Adults aged 20–40 years form the largest and most active user segment, leveraging a broad range of apps for fertility tracking, pregnancy monitoring, fitness, nutrition, and emotional well-being. Middle-aged women (40–55 years) increasingly use apps that address perimenopause symptoms, hormonal changes, and preventive health, often incorporating fitness and lifestyle management. Older women (55+ years), though traditionally less represented in digital health adoption, are showing growing interest in menopause management, chronic condition tracking, and general wellness apps, particularly as user interfaces become more intuitive and health literacy improves.

**U.S. Women’s Health App Market,** **By Distribution Channel**

* **Healthcare Provider Portals**
* **Direct-to-Consumer Platforms**

A close-up of hands holding a tablet and a pen

Description automatically generatedThe U.S. women’s health app market is primarily driven by two key distribution channels, Healthcare Provider Portals and Direct-to-Consumer Platforms. Healthcare provider portals have become an increasingly important channel as healthcare professionals recommend or prescribe apps to patients for better health management. These portals also allow seamless communication between patients and providers, creating a more cohesive health experience. On the other hand, Direct-to-Consumer Platforms give users easy access to a variety of women’s health apps through app stores, websites, or dedicated platforms. This channel caters to the growing demand for personal health management solutions, allowing consumers to directly download and use apps that best meet their needs.

**Key Players**

The “U.S. women’s health app market" study report will provide valuable insight emphasizing the U.S. market. The major players in the market Clue, Flo Health, Glow, Ovia Health, MyFertility, Natural Cycles, LifeOmic, Period Tracker, Withings, Maven Clinic, Livia, Wondrium, BabyCenter, Noom, Carrot Fertility among others. Our market analysis also entails a section solely dedicated to such major players wherein our analysts provide an insight into the financial statements of all the major players, along with product benchmarking and SWOT analysis.

**Key Developments**

* In 2025, Laiqa continues to innovate by merging AI with Ayurvedic principles to offer a highly personalized wellness experience. The app now integrates advanced machine learning algorithms to provide even more precise hormonal health insights, adapting to users' changing health patterns over time. By analyzing menstrual cycle data, the app delivers dynamic activity plans that include customized nutrition, exercise routines, and lifestyle recommendations, all while considering Ayurvedic practices for a holistic approach.
* In 2024, Dialogue Health Therapeutics expanded its offerings by acquiring assets from Koble Care, a digital women’s health platform. This acquisition strengthens Dialogue’s position in the growing women’s health space, allowing them to offer A close-up of hands holding a tablet and a pen

  Description automatically generatedmore specialized and comprehensive services, including personalized reproductive health solutions, mental wellness support, and fertility tracking.

**Market Attractiveness**

The image of market attractiveness provided further helps to get information about the region leading in the U.S. women’s health app market. We cover the major impacting factors driving the industry growth in the given region.

**Porter’s Five Forces**

The image provided would further help to get information about Porter's five forces framework providing a blueprint for understanding the behavior of competitors and a player's strategic positioning in the respective industry. Porter's five forces model can be used to assess the competitive landscape U.S. women’s health app market, gauge the attractiveness of a particular sector, and assess investment possibilities.

A close-up of hands holding a tablet and a pen

Description automatically generatedTABLE OF CONTENT

1 **INTRODUCTION OF** **U.S. WOMEN’S HEALTH APP MARKET**

* 1. Overview of the market
  2. Scope of report
  3. Assumptions

1. **EXECUTIVE SUMMARY**
2. **RESEARCH METHODOLOGY**
   1. Data Mining
   2. Validation
   3. Primary Interviews
   4. List of Data sources
3. **U.S. WOMEN’S HEALTH APP MARKET OUTLOOK**
   1. Overview
   2. Market Dynamics
      1. Drivers
      2. Restrains
      3. Opportunities
      4. Trends
   3. Portes Five FORCE Model
   4. Value Chain Analysis

**5 U.S. WOMEN’S HEALTH APP MARKET, BY APPLICATION TYPE**

5.1 Overview

A close-up of hands holding a tablet and a pen

Description automatically generated5.2 Menstrual Health & Ovulation Tracking

5.3 Fertility & Pregnancy Tracking

5.4 Fitness & Nutrition

5.5 Mental Health & Well-being

5.6 Menopause Management

5.7 Chronic Condition & Disease Management

**6 U.S. WOMEN’S HEALTH APP MARKET, BY AGE GROUP**

6.1 Overview

6.2 Teenagers & Young Adults

6.3 Adults (20–40 years)

6.4 Middle-aged (40–55 years)

6.5 Older Women (55+ years)

**7** **U.S. WOMEN’S HEALTH APP MARKET, BY DISTRIBUTION CHANNEL**

7.1 Overview

7.2 Healthcare Provider Portals

7.3 Direct-to-Consumer Platforms

1. **U.S. WOMEN’S HEALTH APP MARKET COMPETITIVE LANDSCAPE**
   1. Overview
   2. Company Market Ranking
   3. A close-up of hands holding a tablet and a pen

      Description automatically generated Key Developments Strategies
2. **COMPANY PROFILES**

**9.1 Clue**

* + 1. Overview
    2. Financial Performance
    3. Product Outlook
    4. Key developments
  1. **Flo Health**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  2. **Glow**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  3. **Ovia Health**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  4. **MyFertility**
     1. Overview
     2. Financial Performance
     3. A close-up of hands holding a tablet and a pen

        Description automatically generatedProduct Outlook
     4. Key developments
  5. **Natural Cycles**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  6. **LifeOmic**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  7. **Period Tracker**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments

* 1. **Withings**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  2. **Maven Clinic**
     1. Overview
     2. Financial Performance
     3. A close-up of hands holding a tablet and a pen

        Description automatically generatedProduct Outlook
     4. Key developments
  3. **Livia**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  4. **Wondrium**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  5. **BabyCenter**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  6. **Noom**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  7. **Carrot Fertility**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. A close-up of hands holding a tablet and a pen

        Description automatically generatedKey developments

1. **KEY DEVELOPMENTS**
   1. Product Launches/Developments
   2. Merges and Acquisitions
   3. Business Expansions
   4. Partnerships and Collaborations
2. **Appendix**

11.1 Related Research