Fertility Testing Devices Market Product (Ovulation Prediction Kit & Fertility Monitor (Urine-based, Saliva-based, & Basal Body Temperature)), Mode of Purchase (Prescription & OTC), and Region - Global Forecast to 2020

Description: The global fertility testing devices market is poised to reach USD 216.8 million by 2020 at a CAGR of 7.5% during the forecast period. The market for fertility testing devices is expected to witness high growth in the Asia-Pacific region. Factors such as decreasing fertility rate, growing number of women suffering from lifestyle disorders, rising funding/investments for the development of fertility and ovulation monitors, and growing focus of both international and domestic players on the Asia-Pacific fertility testing devices market are driving the growth of the market in this region.

In this report, the global fertility testing devices market has been segmented into ovulation prediction kits and fertility monitors. The fertility monitors segment is classified into saliva-based monitors, urine-based monitors and others.

The ovulation prediction kits market held the larger share of the global fertility testing devices market in 2015. This is because ovulation kits provide more accurate results than natural fertility testing techniques. In addition, these kits are easier to use and less expensive than fertility monitors. However, the fertility monitors market is estimated to grow at the higher CAGR from 2015 to 2020.

Geographically, North America commanded the largest share of the global fertility testing devices market in 2015, followed by Europe. A number of factors such as decline in fertility rate owing to the rising first-time pregnancy age and high prevalence of PCOS (polycystic ovary syndrome) among North American women, increasing awareness about the benefits offered by ovulation monitors and fertility awareness methods (FAM) in successful conception among women, and the development of advanced low-cost devices are expected to support market growth in North America. However, stringent regulatory policies for the approval of medical devices, increasing government pressure to reduce healthcare costs, and rising adoption of low-cost ovulation monitors (resulting in lower revenue growth) are restraining the growth of the fertility testing devices market in this region. The Asia-Pacific region is poised to grow at the highest CAGR of the global fertility testing devices market in the next five years.

The global fertility testing devices market is highly competitive, with a large number of small market players. As of 2014, the global fertility testing devices market was dominated by SPD Swiss Precision Diagnostics GmbH (Switzerland), Church & Dwight Co., Inc. (U.S.), and Prestige Brands Holdings, Inc. (U.S.), which accounted for a market share of more than 50% in 2014. Other players in this market include Geratherm Medical AG (Germany), HiLin Life Products, Inc. (U.S.), Fairhaven Health, LLC (U.S.), and Fertility Focus Limited (U.K.). New product development, partnerships, agreements, and collaboration are the major strategies adopted by most of the players to achieve growth in the fertility testing devices market.

Reasons to Buy the Report:

From an insight perspective, this research report has focused on various levels of analysis—industry analysis, market share analysis of top players, and company profiles, which together comprise and discuss basic views on the competitive landscape, emerging and high-growth segments of the fertility testing devices market, high growth regions and their respective regulatory policies, government initiatives, drivers, restraints, and opportunities. The abovementioned market research data, current market size, and forecast of future trends will help existing players and new entrants to make the necessary decisions regarding product offerings, geographic focus, changes in strategic approach, R&D investments for innovation in products and technologies, and levels of output in order to remain successful.

Firms purchasing the report could use any one or combination of the below-mentioned five strategies (Market Penetration, Product Development/Innovation, Market Diversification, and Competitive Assessment) for strengthening their market shares.

The report provides insights on the following pointers:
- Market Penetration: Comprehensive information on the fertility testing devices offered by the top 10
players in the global fertility testing devices market. The report analyzes the fertility testing devices market by product and region.

- Market Development: Comprehensive information about lucrative emerging markets. The report analyzes the markets for various fertility testing devices across key geographic regions.
- Market Diversification: Exhaustive information about new products, untapped geographies, recent developments, and investments in the global fertility testing devices market.
- Competitive Assessment: In-depth assessment of market shares, strategies, products, and recent developments of the leading players in the global fertility testing devices market.

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