Description: The emergence of advanced and easy-to-use ovulation monitors with high accuracy, rising median age of first-time pregnancies in women, and increasing awareness about fertility testing are driving the growth of the market. In addition, factors such as declining fertility rate among women across the globe and easy availability of ovulation monitors on e-commerce websites are further stimulating the growth of the market.

However, the increasing inflow of generic fertility testing devices, high cost of ovulation monitors, and lack of predictive power & precision in modern ovulation prediction methods (to confirm ovulation) are restraining the growth of the market.

The global fertility testing devices market is broadly categorized into two segments, namely, ovulation prediction kits and fertility monitors. The ovulation prediction kits segment accounts for the larger share of the global market, while the fertility monitors segment is expected to grow at the higher CAGR in the forecast period.

The high growth of this segment is driven by the high accuracy of fertility monitors, especially in women suffering from PCOS, and increase in the number of product launches of advanced fertility monitors. The fertility monitors segment includes saliva-based monitors, urine-based monitors, and others.

Based on geography, the market is divided into North America (comprising the U.S. and Canada), Europe (comprising Germany, U.K., France, and the Rest of Europe), Asia-Pacific, and the Rest of the World. In 2015, North America held the largest share in the global fertility testing devices market, followed by Europe, Asia-Pacific, and the RoW (Rest of the World).

The Asia-Pacific region is estimated to grow at the highest CAGR in the forecast period. 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 market are driving the growth of the fertility testing devices market in the Asia-Pacific region.

The key players in the fertility testing devices market include SPD Swiss Precision Diagnostics GmbH (Switzerland), Church & Dwight Co., Inc. (U.S.), Prestige Brands Holdings, Inc. (U.S.), Fairhaven Health, LLC (U.S.), HiLin Life Products, Inc. (U.S.), Fertility Focus Limited (U.K.), and Geratherm Medical AG (Germany).

The major stakeholders of the fertility testing devices market include fertility-testing device manufacturing companies, distributors, suppliers, and commercial service providers, hospitals & clinics, and research laboratories & academic institutes.

Scope of the Report

This research report categorizes the global fertility testing devices market into the following segments and subsegments:

Global Fertility Testing Devices Market, by Product
- Ovulation Prediction Kits
- Fertility Monitors
  -- Saliva-based Fertility Monitors
  -- Urine-based Fertility Monitors
  -- Others

Global Fertility Testing Devices Market, by Mode of Purchase
- Prescription Testing
- Non-prescription or OTC Testing

Global Fertility Testing Devices Market, by Region

- North America
  -- U.S.
  -- Canada
- Europe
  -- Germany
  -- U.K.
  -- France
- Rest of Europe
- Asia-Pacific
- RoW (Rest of the World)

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