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# Landscape of FemTech Companies in Longevity Industry (Teaser) Q3 2021

September 2021

DEEP PHARMA INTELLIGENCE

# Approach of the Report

## Database

| 15 | 20 | 5 |
|---|---|---|
| Companies | Investors | R&D Centres |

The database was formed based on:

- the **identification of companies** that treat/develop treatments/diagnose women's age-related diseases or support women's well-being in the longevity approach.
- the **determination of investors** that contributed money to these companies

## Applied Research and Analytics Methods

| | | |
|---|---|---|
| Descriptive Analysis | Mixed Data Research | Data Triangulation |
| Comparative Analysis | Qualitative Data Collection | Data Filtering |

## Data Sources

| | | | |
|---|---|---|---|
| Media Overview (Articles and Press Releases) | Industry-Specialised Databases | Publicly Available Sources (Websites) | Industry Reports and Reviews |

Relying on various research methods and analytics techniques, the analysis provides a comprehensive overview of FemTech in the Longevity Industry. There is no clear definition of the FemTech market. Still, here we assess that the FemTech market in the Longevity industry includes diagnostics of women age-related diseases, treatment of them, and supporting women's well-being in the context of longevity. Deep Pharma Intelligence is not responsible for the quality of the secondary data presented herein; however, we do our best to eliminate the said risks using different analytics techniques and cross-checking data. Please note that we did not deliberately exclude certain companies from our analysis. Nor was it due to the data-filtering method used or difficulties encountered. The main reason for their non-inclusion was incomplete or missing information in the available sources.

# Executive Summary

**FemTech** covers a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. By developing technological solutions for **pregnancy and nursing care, women's sexual wellness, reproductive system healthcare, menopause solutions, female oncology, and general healthcare**, FemTech seeks to fulfil unmet women's needs. The FemTech market includes a wide range of wearable and clinical devices, diagnostic appliances, products, platforms, software, apps, or services.

**FemTech, in the context of the Longevity Industry**, covers the **diagnostic and prediction, treatment and medicine development of women age-related diseases and general well-being products**. The most common women age-related diseases are breast and ovarian cancers, so the majority of companies are dedicated to diagnosing and treating them. Additionally, many companies are directed on reproductive health and especially menopause tracking.

**Main Features of the Analytical Case Study**

- **Database of Key Market Players**
- **Detailed Analysis of FemTech in Longevity Companies**
- **Analysis of FemTech Investors**
- **Notable FemTech Companies**

# FemTech in Longevity Industry

**FemTech** refers to a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. The FemTech market includes wearable and clinical devices, diagnostic appliances, products, platforms, software, apps, or services. The FemTech in Longevity market was distributed into three major categories: **Diagnostic, Treatment and Well-being**.

**FemTech in Longevity**

## Diagnostic

The **diagnostic category** refers to the diagnostic of women's age-related diseases. The most common women age-related diseases are breast and ovarian cancers. The diagnostic of it includes such products as novel imaging systems, biomarkers test and special medical equipment. Additionally, the diagnostic category covers products that track reproductive health and detects menopause.

## Well-being

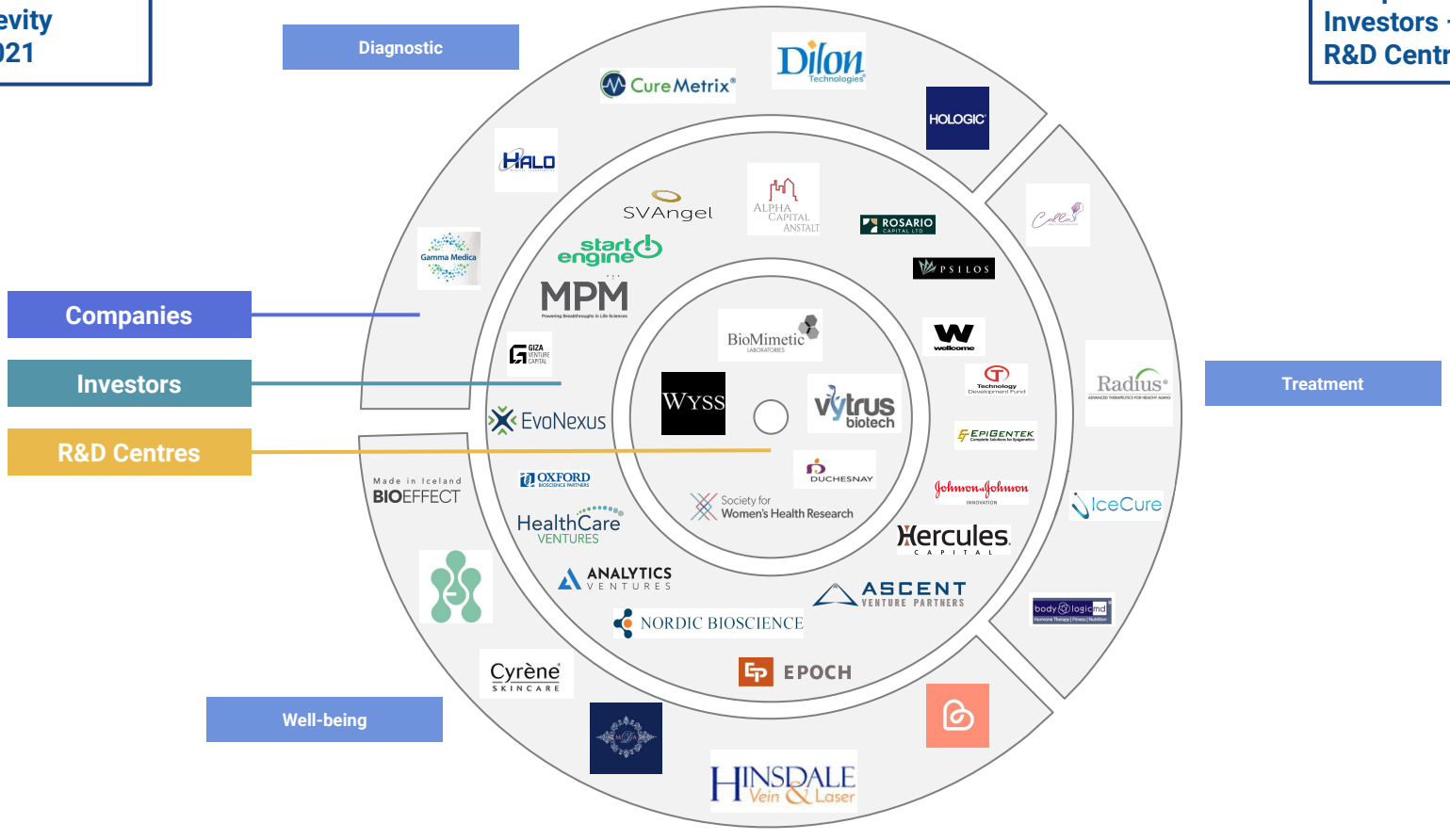
The **well-being category** refers to the products developed to support women's well-being in the context of longevity. It covers many beauty products: aging skin support, wrinkle protectors, rejuvenate beauty procedures, etc. Additionally, it covers physical and mental support during menopause, product to stress reduction, and overall health support.

## Treatment

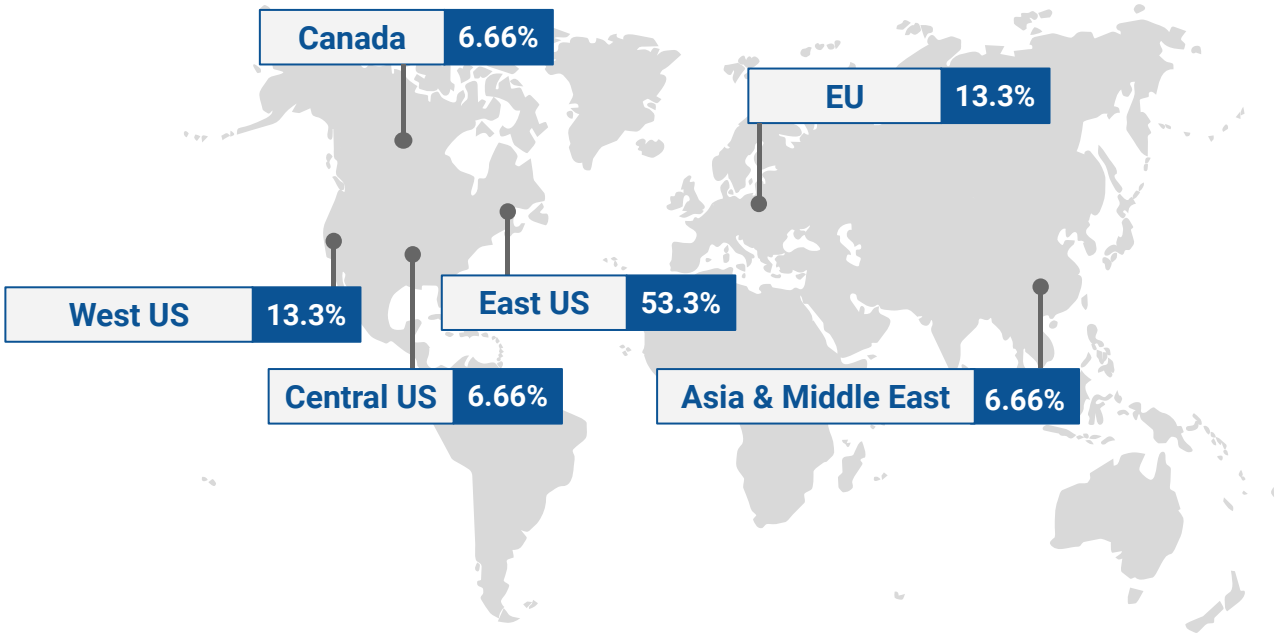
The **treatment category** refers to the treatment or medicine development of women age-related diseases. The most distributed women age-related diseases are breast and ovarian cancers. The treatment of them consists of different types of therapy: small molecules, antibodies, immunotherapy, etc. Additionally, the treatment category covers products that develop to relieve symptoms of menopause

# FemTech in Longevity Q3 2021

**Companies – 15**
**Investors – 20**
**R&D Centres – 5**



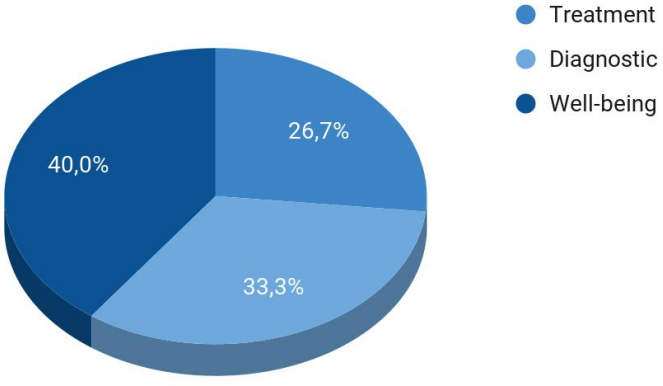
# Regional Proportion of FemTech Companies



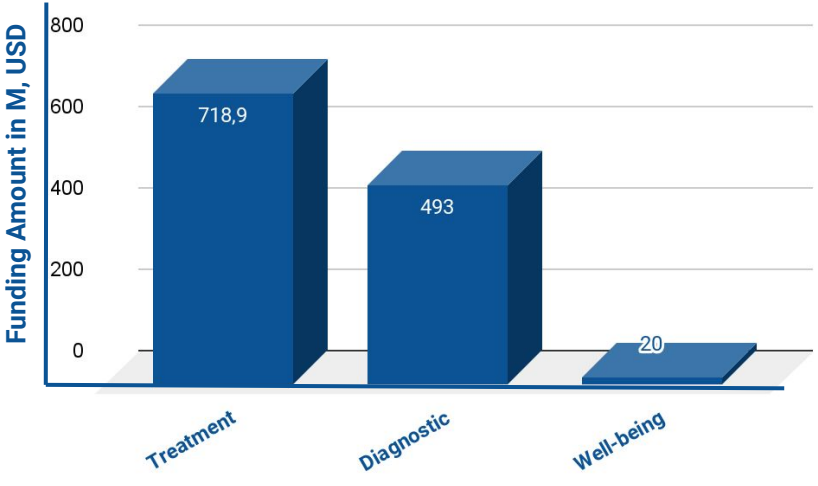

Analysis of 15 companies by the location of their headquarters showed that the **US is a leader (73.26%)** in the number of FemTech companies in the Longevity industry. Notably, the **East states** (New York, Massachusetts, New Hampshire, Florida) significantly lead other parts of the country (**53.3%**). The second most prominent region is the **European Union (13.3%)** – the leaders in the EU are Iceland and Turkey. **Canada and Asia** split third place worldwide (**6.66%**).

# FemTech Companies by Categories

## Distribution of Companies by Category, %




## Funding by Category

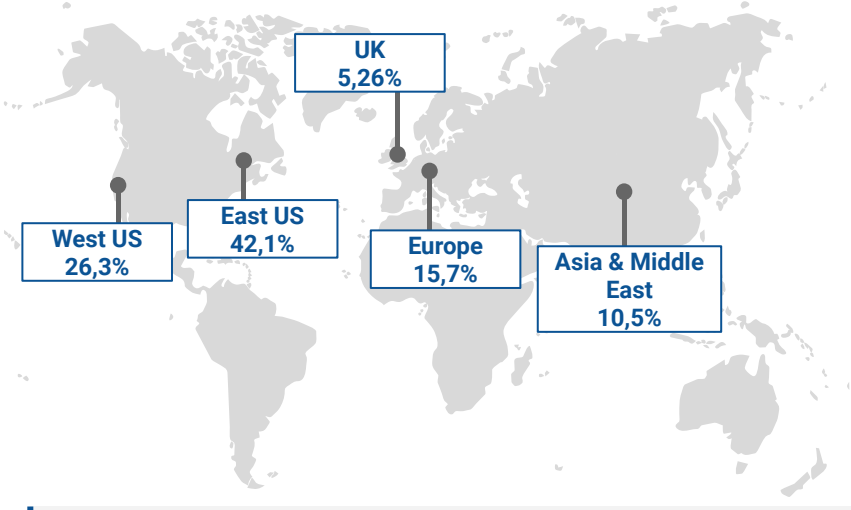



The companies distribution among categories is just about equal. The **well-being category** slightly leads (**40%**), when **diagnostics** takes second place (**33,3%**), and **treatment** takes third place (**26,7%**). However, the difference is not significant.

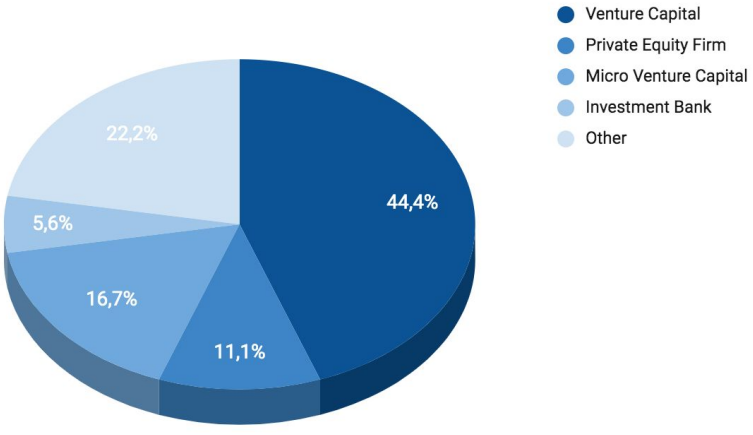
Notably, the funding amount of categories differs considerably. The top classification is **diagnostic** - its funding amount is **718,9M USD**. Then there is the **treatment** category with funding in **493M USD**. The class with the lowest budget is **well-being** - its funding amount is **20M USD**. Remarkably, the well-being category consists of the most considerable numbers of companies; however, it hugely lacks financial support.

# Investors of FemTech Companies

## Distribution of Investors by Country, %




## Main Type of Investors, %




The majority of investors in FemTech companies are located in the **United States**, which accounts for **68,1%** of the entire range of analysed investors. The United States is distantly followed in this regard by **European countries**, which together account for **15,7%** of the total number of investors studied. Then **Asia and the Middle East** account for **10,5%** of analysed investors.

Most investors are **Venture Capitals,** which constitute more than half of all investors (**44.4%**). The other main types are **Micro Venture Capitals** (**16.7%**), **Private Equity Firms** (**11,11**) and **Investment Banks** (**5,6%**).

# Key Takeaways

**FemTech** covers a broad spectrum of **digital technologies dedicated to the improvement of women's health and wellbeing**. By developing technological solutions for **pregnancy and nursing care, women's sexual wellness, reproductive system healthcare, menopause solutions, female oncology, and general healthcare,** FemTech seeks to fulfil unmet women's needs.

**FemTech, in the context of the Longevity Industry**, covers the **diagnostic and prediction, treatment and medicine development of women age-related diseases and general well-being products** in the context of longevity.

The majority of **FemTech companies in the Longevity industry** are located in the **US**. Notably, the **East states** (New York, Massachusetts, New Hampshire, Florida) significantly lead other parts of the country. The second most prominent region is the **European Union** – the leaders in the EU are Iceland and Turkey. **Canada and Asia** split third place worldwide.

The **companies distribution among categories** (Diagnostic, Treatment, Well-Being) is just about **equal**. However, the **funding amount of categories differs considerably**. The top classification is diagnostic - its funding amount is 718,9M USD. Then there is the treatment category with funding in 493M USD. The class with the lowest budget is well-being - its funding amount is 20M USD.

The **majority of investors in FemTech companies** are located in the **United States**, which accounts for **68,1%** of the entire range of analysed investors. The United States is distantly followed in this regard by **European countries**, which together account for **15,7**% of the total number of investors studied. Then **Asia and the Middle East** account for **10,5%** of analysed investors.

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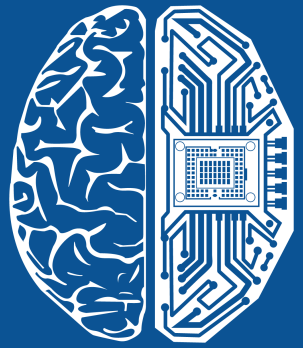

**Link to the Report:**
**https://emmabrodina.wixsite.com/website-42/landscape-of-femtech-companies-in-longevity-industry-performance-review**

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