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Women health refers to the health problems that are unique to a women anatomy such as issues related to pregnancy, menopause, and female organs. Even though slightly less than half of the world's population is female, historically medical research neglect the health needs of women, other than reproductive issues due to gender-differentiated access to medical treatment.

However, women's health issues have attained higher international perceptibility in recent decades. Recently there have been significant changes in government and private support of women's health research, in regulations, policies and the organization of research efforts.

The worldwide ladies' wellbeing market size was esteemed at USD 39.3 billion out of 2018 and is relied upon to develop at a CAGR of 4.2% over the conjecture time frame. Furthermore, technological advancement coupled with increasing demand for minimally invasive procedures will render positive impact on the business growth.

Numerous efforts undertaken by government and other organizations to raise awareness regarding women's health, management to reduce disease burden and promote availability of advanced technologies for diseases diagnosis and treatment will further drive industry growth. For instance, the Office on Women's Health (OWH) addresses critical women's health issues by educating patients and healthcare professionals, advancing policies as well as supporting innovative programs.

However, high cost of devices along with lack of awareness among women especially in underdeveloped economies may impede women health devices industry growth to certain extent over the forecast timeframe. Increment in populace of geriatric ladies ascends in the

selection of an undesirable way of life, and presentation of novel prescriptions for ladies can be ascribed to the market development. Besides, good strategies started by the legislature to improve ladies' wellbeing and bring issues to light are probably going to move the market development during the conjecture time frame.

Ladies are at a higher danger of ailments, for example, osteoporosis, osteoarthritis, weakness, menstrual wellbeing related issue, sadness, and weight. Thus, expanding the frequency of these conditions is probably going to support the market development in the coming years.

The global women's health market size was valued at USD 39.3 billion in 2018 and is expected to grow at a CAGR of 4.2% over the forecast period. Increase in population of geriatric women, rise in adoption of an unhealthy lifestyle, and introduction of novel medicines for women can be attributed to the market growth. Furthermore, favorable policies initiated by the government to improve women's health and raise awareness are likely to propel the market growth during the forecast period.

Women are at a higher risk of diseases such as osteoporosis, osteoarthritis, anemia, menstrual health-related disorders, depression, and obesity. Hence, increasing incidence of these conditions is likely to boost the market growth in the coming years. Global women's health market is expected to register a steady CAGR of 4.96% in the forecast period of 2019-2026. The report contains data from the base year of 2018 and the historic year of 2017.

This rise in market value can be attributed to the increased concerns by the governments of various regions to promote better healthcare services for women amid

increasing prevalence of women-centric diseases like [breast cancer](#), menopause and others.

According to WHO, the health status of women is usually poor. Women are susceptible to some diseases, particularly after menopause, such as Osteoarthritis (OA), osteoporosis, anemia, obesity, [menstrual health](#) disorders, depression, and fibromyalgia. Furthermore, cardiovascular diseases, breast cancer, lung cancer, and mental health are the major conditions that generate the majority of the burden in non-communicable diseases.

Around 73% of postmenopausal women experience hot flashes, wherein the associated fatigue and sleep disturbances increase dependence on medications, impairing the quality of life. Changes in dietary habits, stress, and consumption of alcohol are the key factors responsible for hormonal imbalance among women. This is likely to cause fertility issues in women.

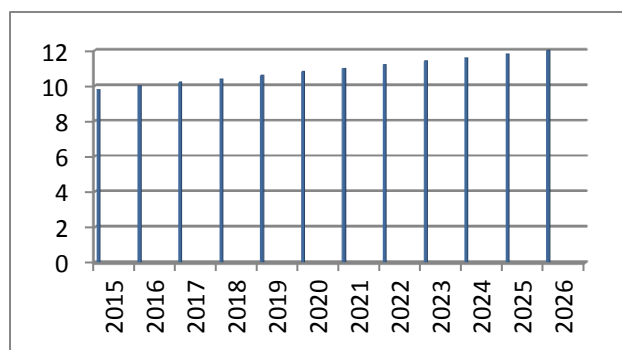
Ovulation problems, endometriosis, and Polycystic Ovarian Syndrome ([PCOS](#)) are the major known factors for infertility. According to the CDC, about 10% of women (6.1 million) in the U.S., aged 15 to 44 years have difficulty in getting pregnant. Hence, all these factors are likely to aid in the growth of the market globally.

Ladies are helpless to certain maladies, especially after menopause, for example, Osteoarthritis (OA), osteoporosis, frailty, stoutness, menstrual wellbeing issue, despondency, and fibromyalgia. Besides, cardiovascular sicknesses, bosom malignancy, lung malignancy, and psychological well-being are the significant conditions that produce most of the weight in non-transferable maladies.

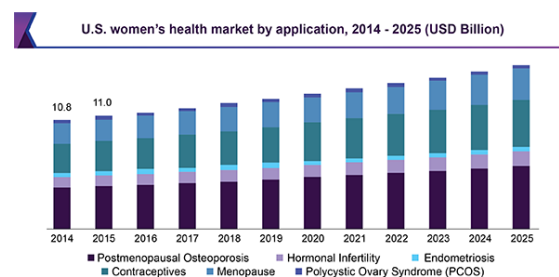
Around 73% of postmenopausal ladies experience hot flashes, wherein the related exhaustion and rest aggravations increment reliance on prescriptions, impeding personal satisfaction. Hormonal infertility segment observed a strong growth after contraceptives due to high fertility related disorders in developed countries. Furthermore, the availability of several medicines to treat hormonal imbalance and market players' investment in the segment is likely to improve the penetration of the segment in the coming years.

Hormonal imbalance such as the imbalance of thyroid, Prolactin, estrogen is growing in women due to stress in life drive the growth of the market.

Changes in dietary propensities, stress, and utilization of liquor are the key variables liable for hormonal irregularity among ladies. This is probably going to cause richness issues in ladies. Ovulation issues, endometriosis, and Polycystic Ovarian Syndrome (PCOS) are the major known elements for fruitlessness, as per the CDC, about 10% of ladies (6.1 million) in the U.S., matured 15 to 44 years' experience issues in getting pregnant. Subsequently, every one of these elements is probably going to help in the development of the market comprehensively.



Above graph shows the U.S women's health market size, 2015 – 2026.



Government and different private associations are centered on ladies wellbeing over the globe, which is probably going to drive the market in the coming years. Inclusion gave to ladies is one of the key components expected to drive the market in created nations. For example, different inclusion designs in the U.S. give preventive administrations to ladies with no copayment charges. This incorporates sickness screening on a



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standard premise, folic corrosive enhancements for ladies who may get pregnant, hepatitis B screening, bosom malignancy screening, contraception, and numerous others. Solid People 2020 were built up by the Department of Health and Human Services to improve the wellbeing of all Americans in 10 years.

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