

SINGAPORE



In 2022, FemTech Association of Asia surveyed 204 consumers in Singapore. Qualified participants for this online survey included women, and those with women’s healthcare needs, who are citizens of Singapore and 18+ years old.

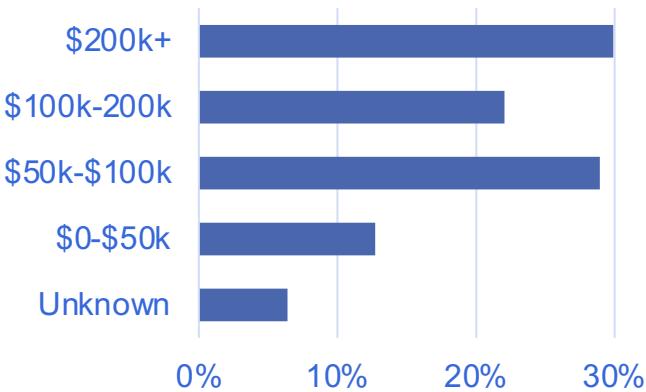
Results highlight perspectives about healthcare from consumers based in the Singapore market: Values, Affordability, Accessibility and Awareness of FemTech solutions.

The results from this 2022 Consumer Survey provide insights for FemTech businesses operating in Singapore and those looking to enter the market.

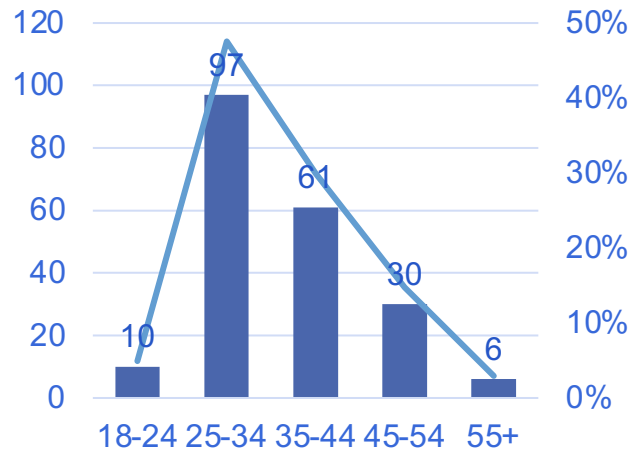
To learn more, please contact the FemTech Association of Asia via [website](#), [LinkedIn](#) or [Instagram](#). *Special thanks to FemTech Association of Asia members and community for their support!*

DEMOGRAPHICS – 204 SURVEY PARTICIPANTS

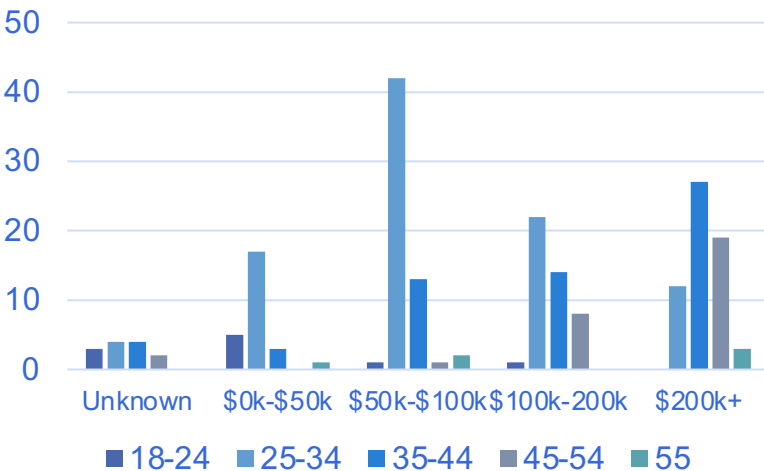
INCOME (SGD)



AGE

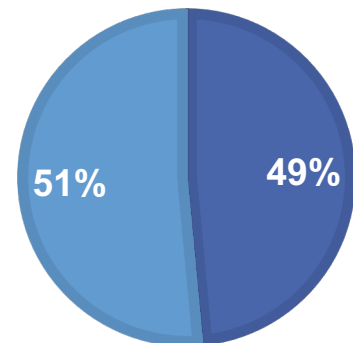


AGE VS INCOME (SGD)



MARITAL STATUS

■ Married/Long-term Partner ■ Single

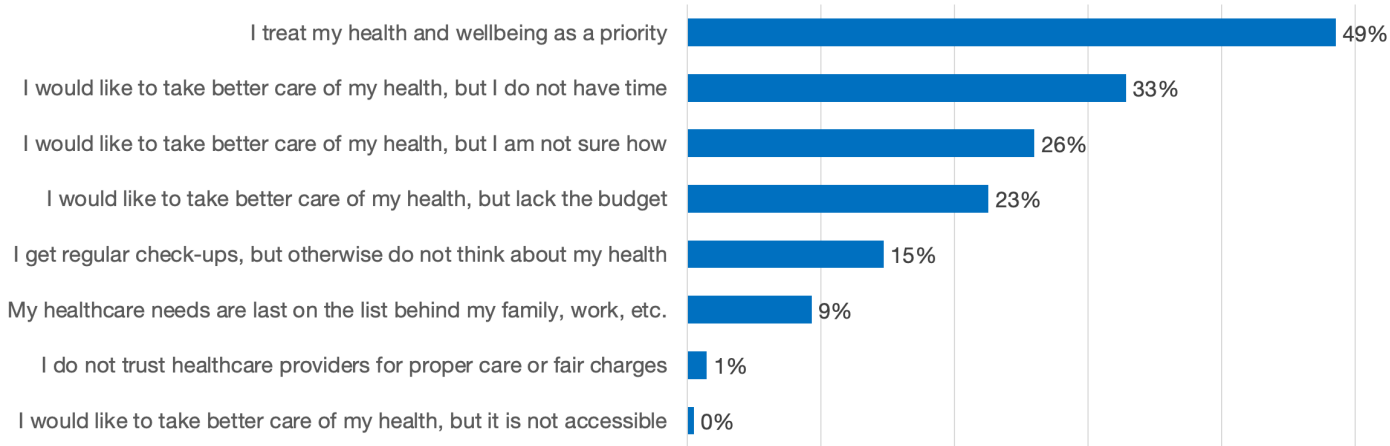




VALUES

When it comes to how Singaporean women manage their health, almost half of survey participants said they treat their health and wellbeing as a priority. **Hindrances to a health-first lifestyle approach include a lack of time (33%), lack of knowledge (26%) and lack of funds (23%).**

WHICH STATEMENT BEST DESCRIBES HOW YOU THINK OF YOUR PERSONAL HEALTH?



In March 2018, Frost & Sullivan stated that “90% of women are primary healthcare decision makers for their friends and key influencers for friends”. This aligns with the low 9% of survey participants who said their healthcare needs are last on their list to manage behind their families, work, etc.

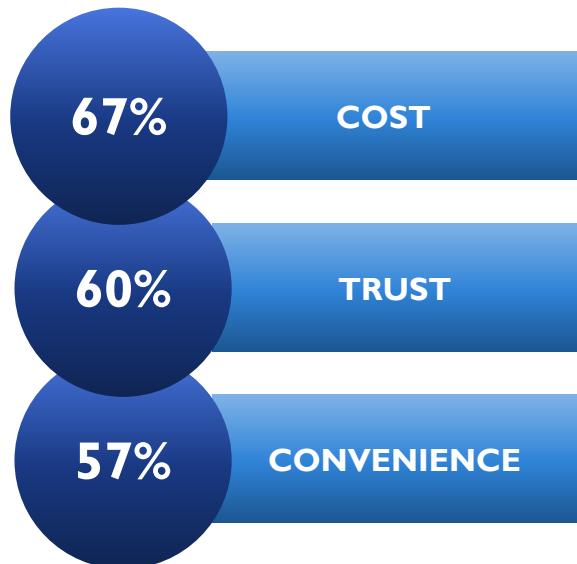
As for the healthcare qualities women in Singapore value, ‘Cost’, ‘Trust/Familiarity’, and ‘Convenience’ ranked as the top three most frequently selected criteria.

Noteworthy is the position of ‘Discretion’ at #7 out of eight (8) qualities, which may indicate a shifting consumer mindset about what may be considered ‘taboo’.

The higher the salary of the participant, the more often ‘Discretion’ was selected. ‘Trust/Familiarity’ ranked highest among top earners.

Additional options for qualities included: Accessibility/Speed of Service, Dependability, Patient/Customer Service and Environmental Impact/Sustainability.

WHAT THREE (3) QUALITIES ARE MOST IMPORTANT FOR YOUR HEALTHCARE?

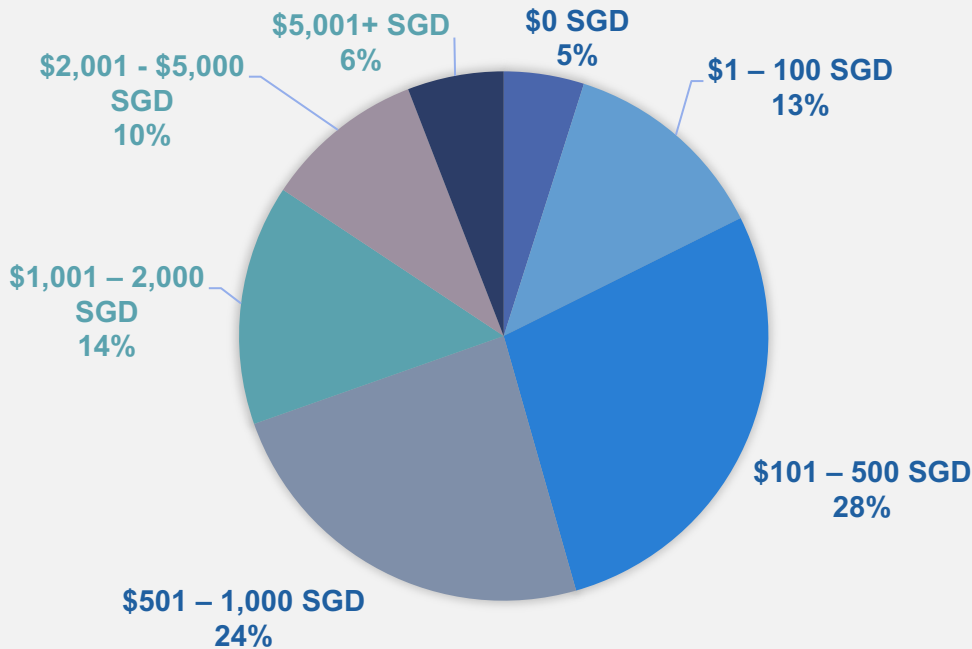




AFFORDABILITY

While cost is a primary consideration, 74% of surveyed women said that healthcare is affordable in Singapore, with the remaining 26% finding the expense significant for their personal budgets.

30% of women in Singapore **spend over \$1,000 SGD per year** on their personal healthcare needs. In general, Singapore’s public healthcare system helps to keep the cost of coverage affordable for most local women.



“Healthcare needs” are defined in this survey as: “doctor & ob/gyn visits, menstrual products, pregnancy kits, STI testing kits, birth control pills, hormone replacement therapy, fertility tracking mobile apps, etc.”

ACCESSIBILITY

94% of respondents say healthcare in Singapore is accessible. Healthcare accessibility is not a challenge for the majority of women in Singapore, though for those that said healthcare is not easily accessible (6%), the reason was always related to cost, with references to limited budget, low salary, restriction due to pre-existing conditions, or being under/uninsured.

73% of Singaporean women rely on their doctor as their primary source of healthcare information, with the internet cited as first-visited by 75%. (‘Family’, ‘Friends’, ‘School’ and ‘FemTech brands’ were the other options). This further exemplifies trust in Singapore’s healthcare providers.



AWARENESS

Participants were also asked which three categories of women’s health & wellness they know the **most** and **least** about:

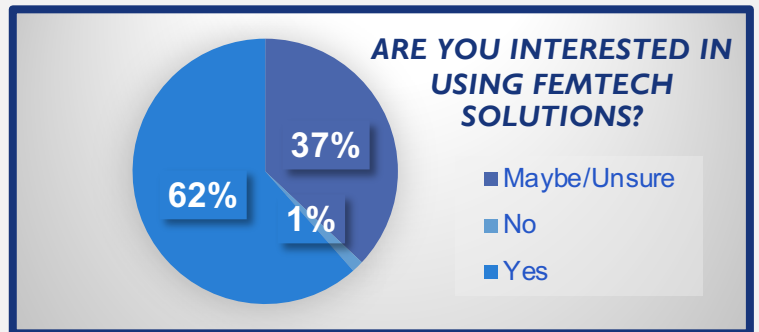
1	Menstrual Health & Wellness	1	Menopause
2	Mental Health	2	Chronic Illness
3	Reproductive Health & Fertility	3	Reproductive Health & Fertility

52% of consumers surveyed also said they are familiar with the term “FemTech”, with the vast majority referencing ‘period trackers’ as the specific FemTech product/service used.

The younger the survey participants, the more likely to be acquainted with FemTech (70% of participants aged 18-24 years old), with around 55% of 25-44 year olds aware of the term ‘FemTech’ and the types of businesses in the industry.

Nearly all (99%) women in Singapore are open to using FemTech solutions.

- 90% of 18-24 year olds already use FemTech products & services
- 65% of 25-44 year olds engage with FemTech in some way for their healthcare needs



KEY FEMTECH CONSUMER CONCERNS

Survey participants highlighted five concerns about FemTech, which healthcare businesses operating in the space should consider, particularly when looking at the Singapore market:

“I feel technology is a tool. Training and development of healthcare providers is underserved today. We label women’s health as just an ‘OB/GYN’ issue.”

1) GAPS IN HOLISTIC CARE

2) LIMITED BUDGET

3) LACK OF KNOWLEDGE

4) DATA PRIVACY

5) TECH OVERLOAD

“Concern about the cost of FemTech and whether these (solutions) are relevant for me.”

“Data Privacy is a concern.”

“I don’t want to download another app on my phone if I can help it.”



CONCLUSION

Though women’s health has historically been under-researched, underserved and underfunded, the FemTech industry in Asia is rapidly gaining momentum. In March 2022, [Asia Nikkei](#) reported that “Asia is home to just 14% of the world’s FemTech companies, but is set to make the most of the boom.” [FemTech Analytics](#) predicts that “by 2026 the Asia-Pacific region will see the world’s fastest growth in women’s health apps.”

Singapore has claimed its place as a hub for the FemTech industry, currently hosting over half of the region’s businesses - and serves as the headquarters of FemTech Association of Asia. Awareness of FemTech is high in Singapore, although awareness of specific companies providing women’s health services is not as common. For instance, only ~1/4 of FemTech brands named by participants are Asia-based (with 75% of these headquartered in Singapore).

Led by consumer demand for more affordable solutions to complement the trusted healthcare system in Singapore, FemTech businesses offer readily accessible, convenient and cost-effective digital healthcare solutions. The most prevalent FemTech categories in Singapore include: menstrual care and sexual health. Underserved categories include: menopause, chronic illness and mental health.

Women in Singapore are open to a variety of digital healthcare solutions and have the budget to spend, however, they are looking for solutions that are good value for money and integrate easily into day-to-day life. FemTech is a key contributor to the future of women’s healthcare in Singapore.

ABOUT FEMTECH ASSOCIATION OF ASIA

FemTech Association of Asia is the region’s first industry network for founders, professionals and investors uniting with the focus on improving women’s health through technology.

The organisation currently represents 40+ FemTech companies across nine countries with a mission to inspire collaboration in Asia’s FemTech industry to accelerate the creation of more healthcare solutions for more women. We pursue this mission via four key pillars:



THOUGHT LEADERSHIP

Closing the research gap through expert insights and data-driven research



PROGRAMMING

Events, speakers and networking to share, learn and grow



AMPLIFICATION

Promoting the industry and raising awareness of women's health needs



COMMUNITY

Like-minded individuals with a passion for creating technology solutions

Please [contact us](#) to learn more about our vision, impact, programmes, members, partnerships and opportunities.