

FEMTECH
ASSOCIATION
ASIA

Overview of the Femtech Industry in Southeast Asia

September 2026

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INTRODUCTION

This report provides an overview of the evolving femtech landscape across Southeast Asia (SEA), examining the industry in **Indonesia, Malaysia, the Philippines, Singapore, Thailand and Vietnam.**

In addition, we have included the first-ever highlights of women's health activity in the Pre-Frontier markets of **Bhutan, Myanmar and Timor-Leste.**

SEA Femtech Startups

2026 Market Maps:

Indonesia
Malaysia
Philippines
Singapore
Thailand
Vietnam

8% increase in number
of femtech companies
in SEA since 2024

50% focus on 'Pregnancy' and
'Menstrual Care' categories

60% at bootstrapped
funding stage

Over 40% are Digital
Health Platforms

80% target B2C
customers

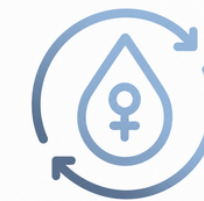
85% have a
female founder
or co-founder

WHAT IS FEMTECH?

“Technology addressing needs specific to people with female biology” is how the Founder of Clue, Ida Tin, defines Femtech. She originally coined the term in 2016, giving a name to a category of software, diagnostics, devices, and services leveraging technology to address women’s health needs.

Femtech includes B2C, B2B and B2B2C solutions in digital health, wearables, medtech and biotech.

Examples:



Menstrual
Tracking Apps



Menopause
Support



Fertility &
Ovulation
Tracking



Pelvic Health
Medical Devices

GLOBAL IMPACT

- Closing the women's health gap could add **\$1 trillion annually** to the global economy by 2040.
- Women spend **25%** more of their lives in poor health than men.
- Every **\$1** invested in women's health could return **\$3** to the economy.
- Women's health startups receive only **2%** of total healthcare venture capital funding.
- Of ~\$2.87T in total private healthcare capital tracked globally between 2020 and 2025, **~6%** (or \$175B) was allocated to women's health.
- The global Femtech market is projected to grow from ~\$39B (2024) to ~\$97B by 2030, a **CAGR of ~16%**.

Note: Referencing USD currency.

Sources: McKinsey Health Institute & World Economic Forum, Closing the Women's Health Gap: A \$1 Trillion Opportunity to Improve Lives and Economies, Jan 2024 · Deloitte Insights, Women's Health Investment Trends, 2025 (PitchBook data) · Grand View Research, FemTech Market Size, Share & Growth Analysis Report, 2024 · World Economic Forum & BCG Women's Health Investment Outlook, Jan 2026.

FEMTECH ASSOCIATION ASIA



FemTech Association Asia (FAA) is the gateway to women's health in Asia.

Launched in October 2021, we are the region's first and largest industry network for femtech founders, investors, corporate partners and ecosystem-builders uniting with a focus on improving women's health through technology solutions.

We currently represent 80+ femtech startups across ten countries in Asia with a shared vision of available, accessible and affordable healthcare for all women in the region.

www.femtechassociation.com

OUR SERVICES

FemTech Association Asia supports organisations navigating women's health across the region through market research and consumer insights, strategic partnerships, industry programmes & events, ecosystem engagement and specialist advisory. We work with founders, corporates, healthcare organisations, investors and government agencies to identify opportunities, build connections and develop initiatives that contribute to the growth of femtech & women's health in Asia.



KFS Korea
Femtech
Summit 2026

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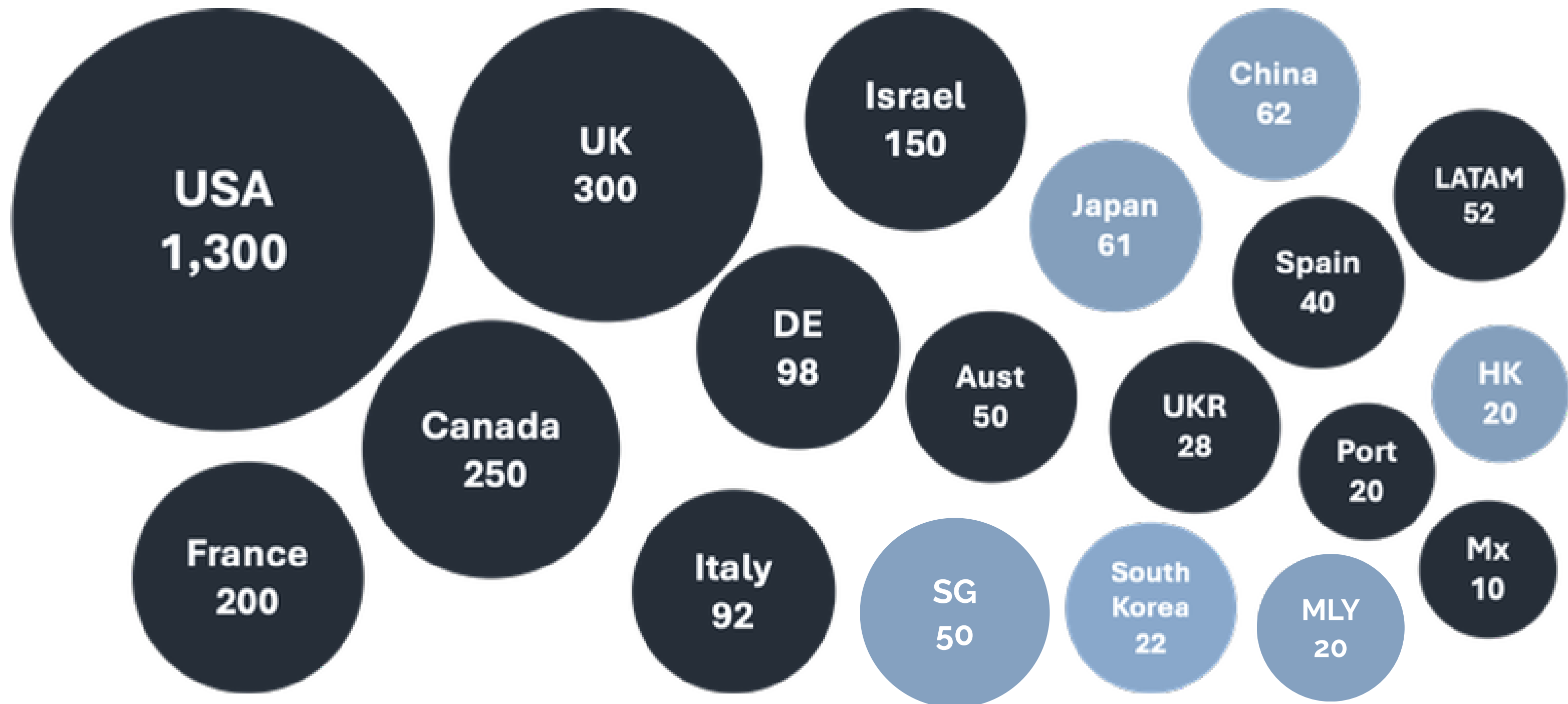
SUGENTECH

OUR PARTNERS

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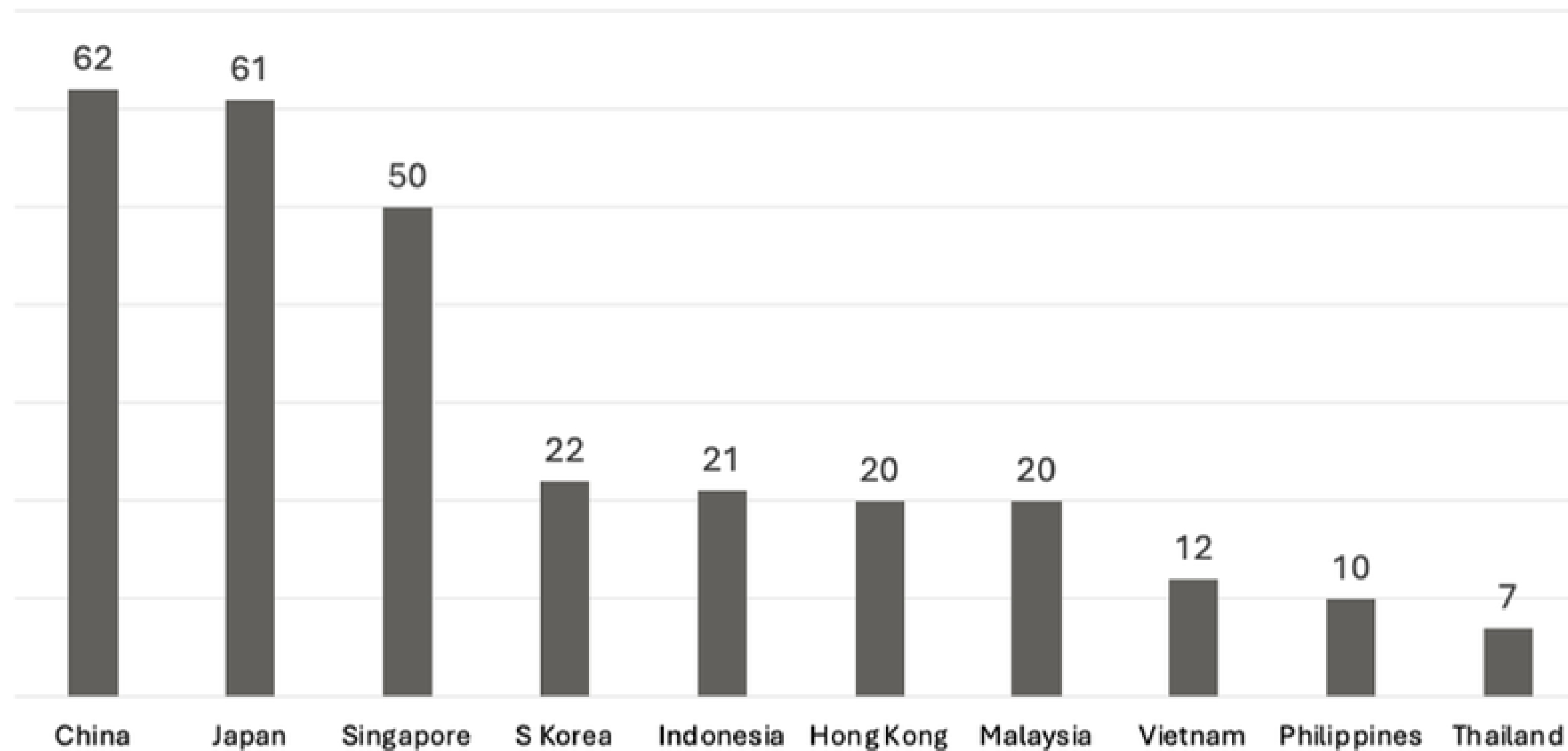
FEMTECH STARTUPS BY COUNTRY



Sources: FemTech Association Asia, Femtech Across Borders, Femtech Weekend, Femtech Futures, Femtech Community Japan, Vespexx

FEMTECH STARTUPS BY COUNTRY (ASIA)

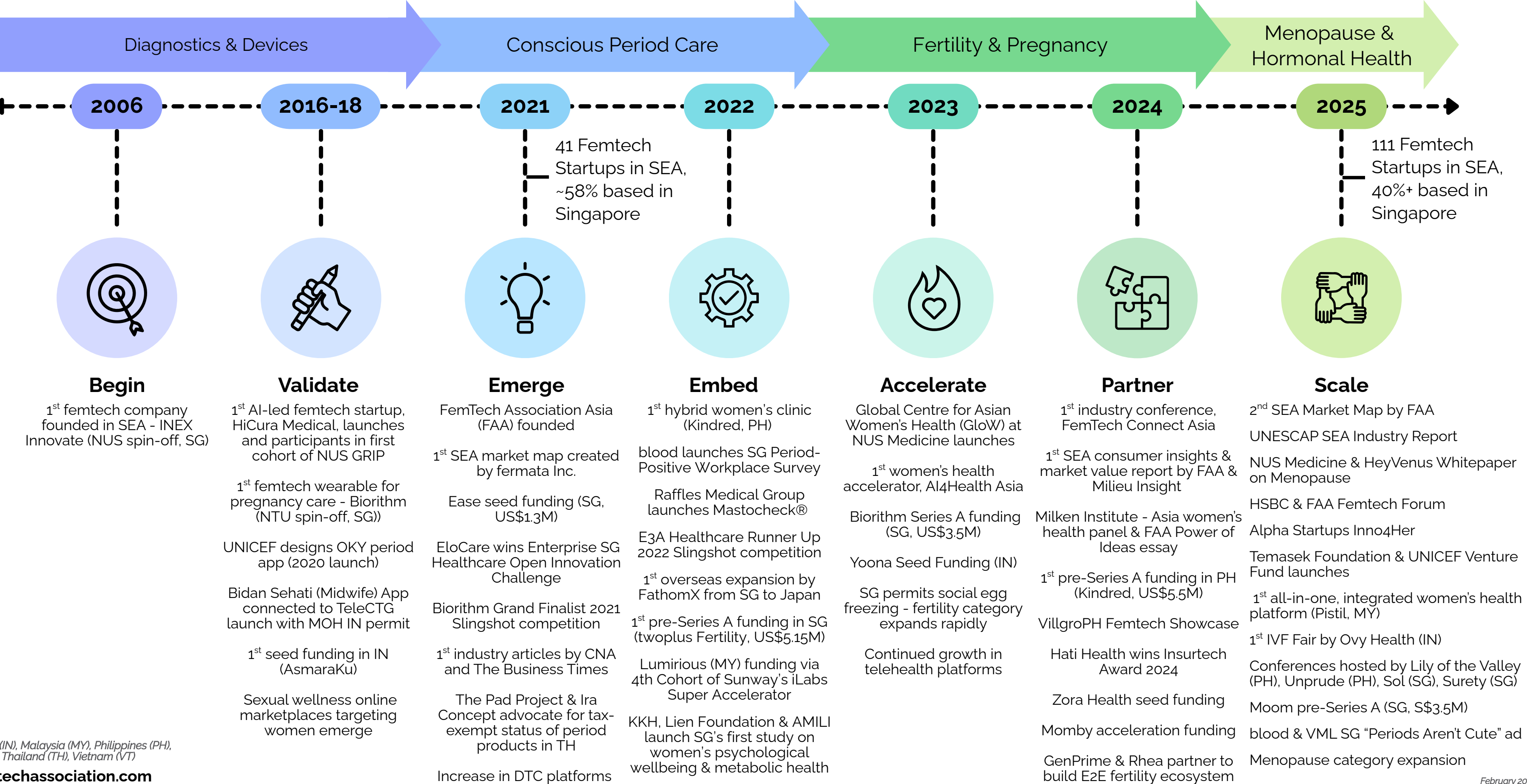
FEMTECH
ASSOCIATION
ASIA



Sources: FemTech Association Asia, Femtech Weekend, Femtech Futures, Femtech Community Japan, Vespexx

SEA FEMTECH INDUSTRY DEVELOPMENT

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SEA: Indonesia (IN), Malaysia (MY), Philippines (PH), Singapore (SG), Thailand (TH), Vietnam (VT)

SOUTHEAST ASIA MARKET MAPS

The 2026 Market Maps reflect 2025 FAA predictions of the sector moving beyond a small number of reproductive-health solutions towards a broader, more diversified women's health economy, but speed towards maturation remains uneven across the region.

01 | Singapore is becoming a regional women's health hub.

Singapore's 2026 map spans 14 categories. This breadth is materially different from the 2021 SEA landscape, when menstrual health and sexual health dominated and Singapore accounted for 24 of the region's 41 identified companies.

02 | The category is expanding beyond reproduction.

The regional opportunity is increasingly being defined across lifetime health, from menstrual care to menopause.

03 | Markets are developing at different speeds.

The 2026 maps reveal a maturity gradient. Malaysia and Indonesia show diversification into menopause, intimate skincare and more holistic women's health, with Malaysia also showing fertility and hormonal health. The Philippines has a smaller mix of menstrual care, sexual wellness and general women's health. Thailand remains focused on pregnancy and menstrual care -and Vietnam the same, plus fertility.

04 | From standalone products to integrated ecosystems.

The industry's evolution is increasingly about combining products, digital tools, clinical services, diagnostics, community and employer channels.

05 | Consumer demand is ahead of infrastructure.

The opportunity remains substantial. FemTech Association Asia (FAA) & Milieu Insight 2024 research found that 58% of SEA women already use femtech products or services yet, as discussed in this Milken Institute Essay, awareness, stigma, financing, regulation and access remain significant barriers.

2026 FEMTECH LANDSCAPE - SINGAPORE

Fertility ov HEALTH zora Rhea two plus GenPrime	Diagnostics digostics FATHOMX INEX INNOVATE mensc labs Menopause HeyVenus Surety MENOPAUSE.SG Intimate Skincare TWO L(I)PS	General Women's Health ova STEMBA zoey Women's Health Clinics inSync PROLOGUE OSLER HEALTH ORCHARD CLINIC Menstrual Care blood FREEDOM CUPS THE PERIOD CO. mooncheeks trucup	Hormonal Health EloCare HORMONY Pregnancy happyMama BOSOM BIORITHM HiCura snuugo veira ROSALIND DX Mama's Choice	Sexual Wellness genvie Hedonist MAISON MIKA smile makers VeDO VIBEASE Sexual Health Dear Doc ease Supplements M8OM
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General Women's Health

FAVO

Intimate Skincare

Filmore
PHARMA

Menopause

MAGNOLIA
COLLECTIVE

Menstrual Care

mcove

nona
W O M A N

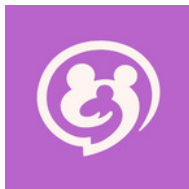
UMA®

Perfectfit®

SUNDROP

yoona.

Pregnancy



BukuBumil

Bidanku



sehati
teleCTG



mama
first.co



ruangmom



Teman Bumil

Bidanku

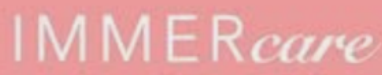


2026 FEMTECH LANDSCAPE - MALAYSIA

Fertility



Intimate Skincare



Menopause



NEOPAUSE

Menstrual Care



Pregnancy



General Women's Health

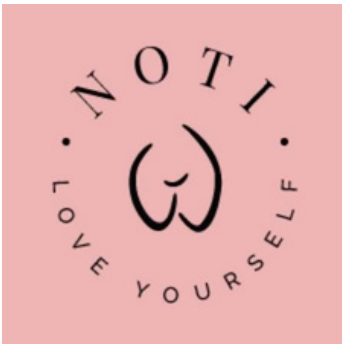


Hormonal Health



Sexual Wellness

unprude



jellytime

LA VETTE

Menstrual Care

halia

LILY OF THE VALLEY



nala woman



Sinaya Cup

General Women's Health

H Hati Health

Kindred

Menstrual Care



ira



vira

Pregnancy



Fertility



Eveline

Pregnancy



Menstrual Care



Cocmau.



WHO IS BUILDING SEA'S FEMTECH MARKET?



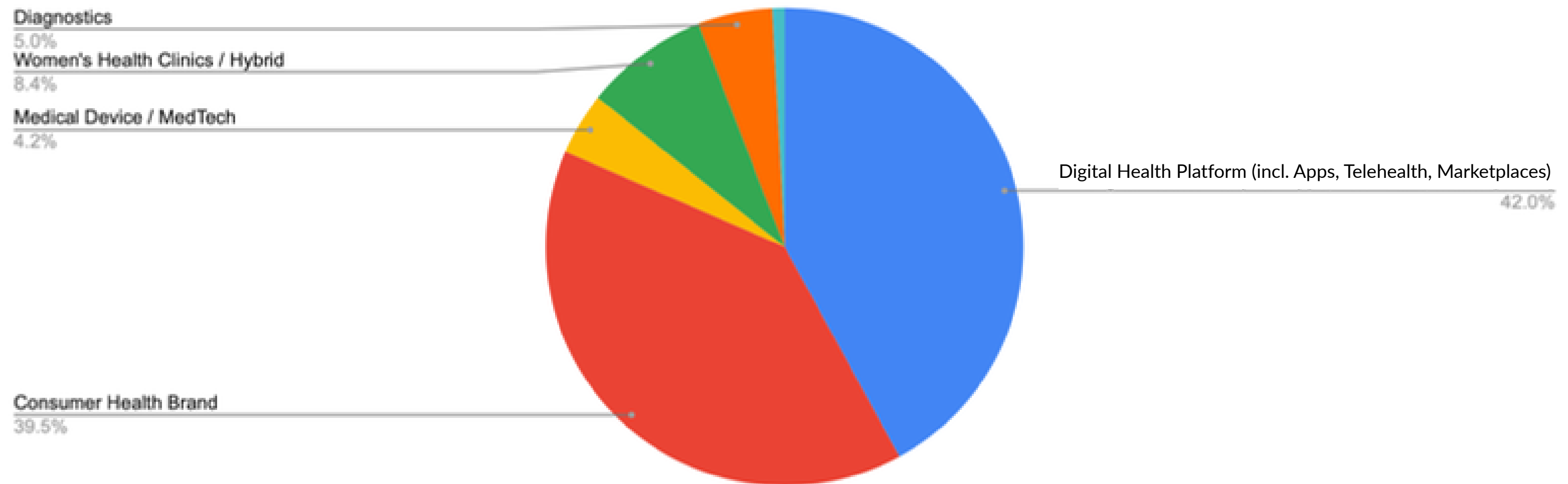
PARTNERSHIP: ESTONIAN EMBASSY & EUROPEAN UNION

While the 2026 Market Maps show where the region's femtech companies are concentrated, the data that follows provides a closer look at how businesses are being built: business models, customers, founding teams and funding maturity.

SEA femtech startups are predominantly consumer-led, digitally-enabled and female-founded ecosystem, remaining largely in the early stages of funding.

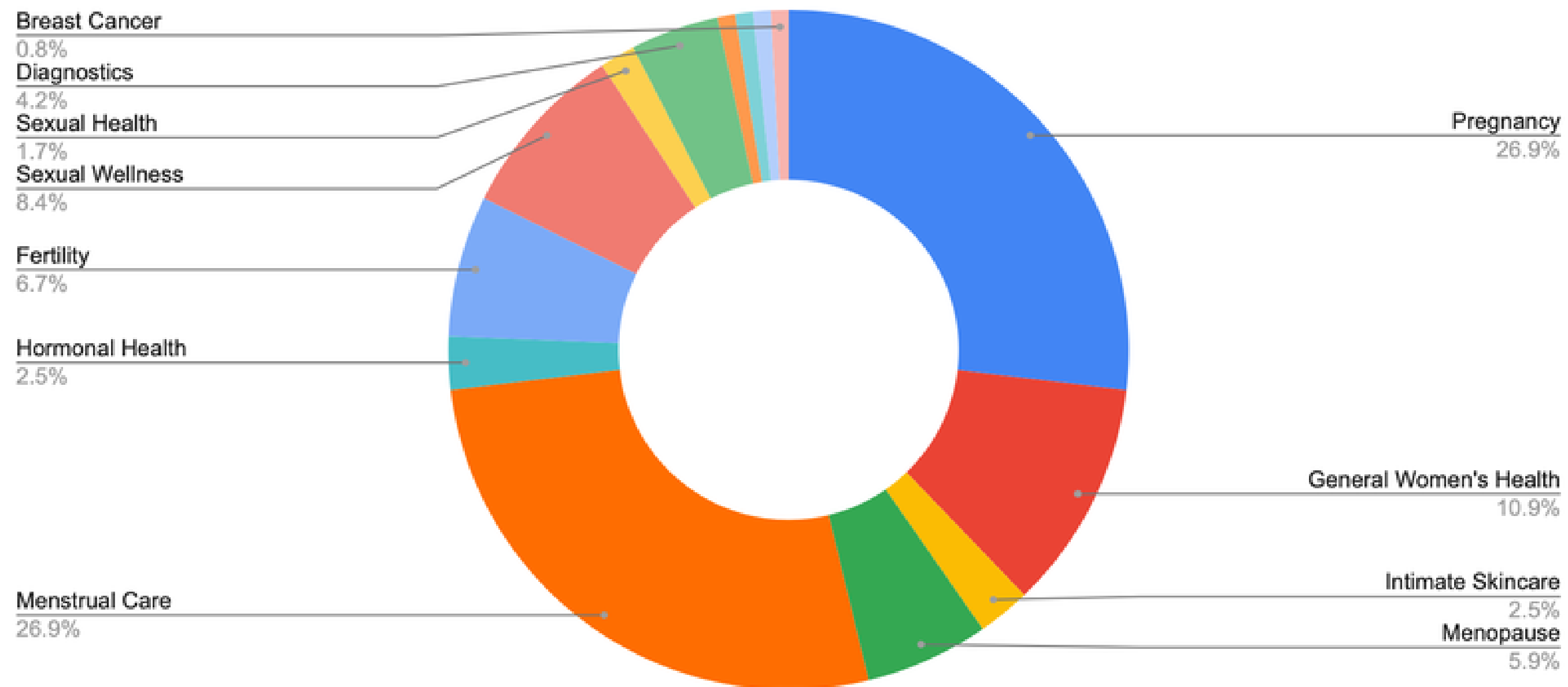
BUSINESS MODELS

How companies deliver value is led by digital health platforms and consumer health brands.

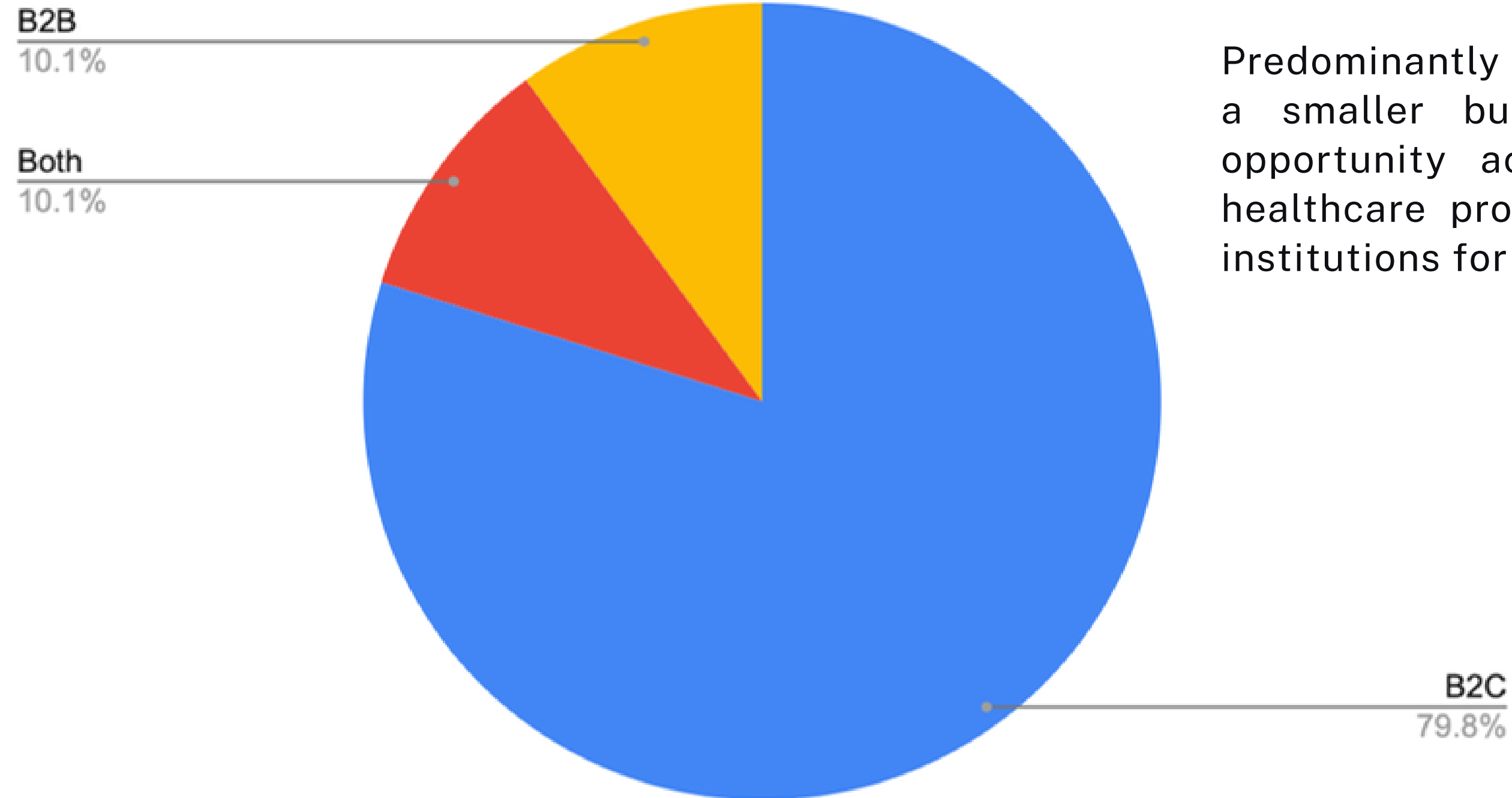


CATEGORIES

The majority of femtech startups in SEA are focused on the end-to-end Pregnancy journey and Menstrual Care.



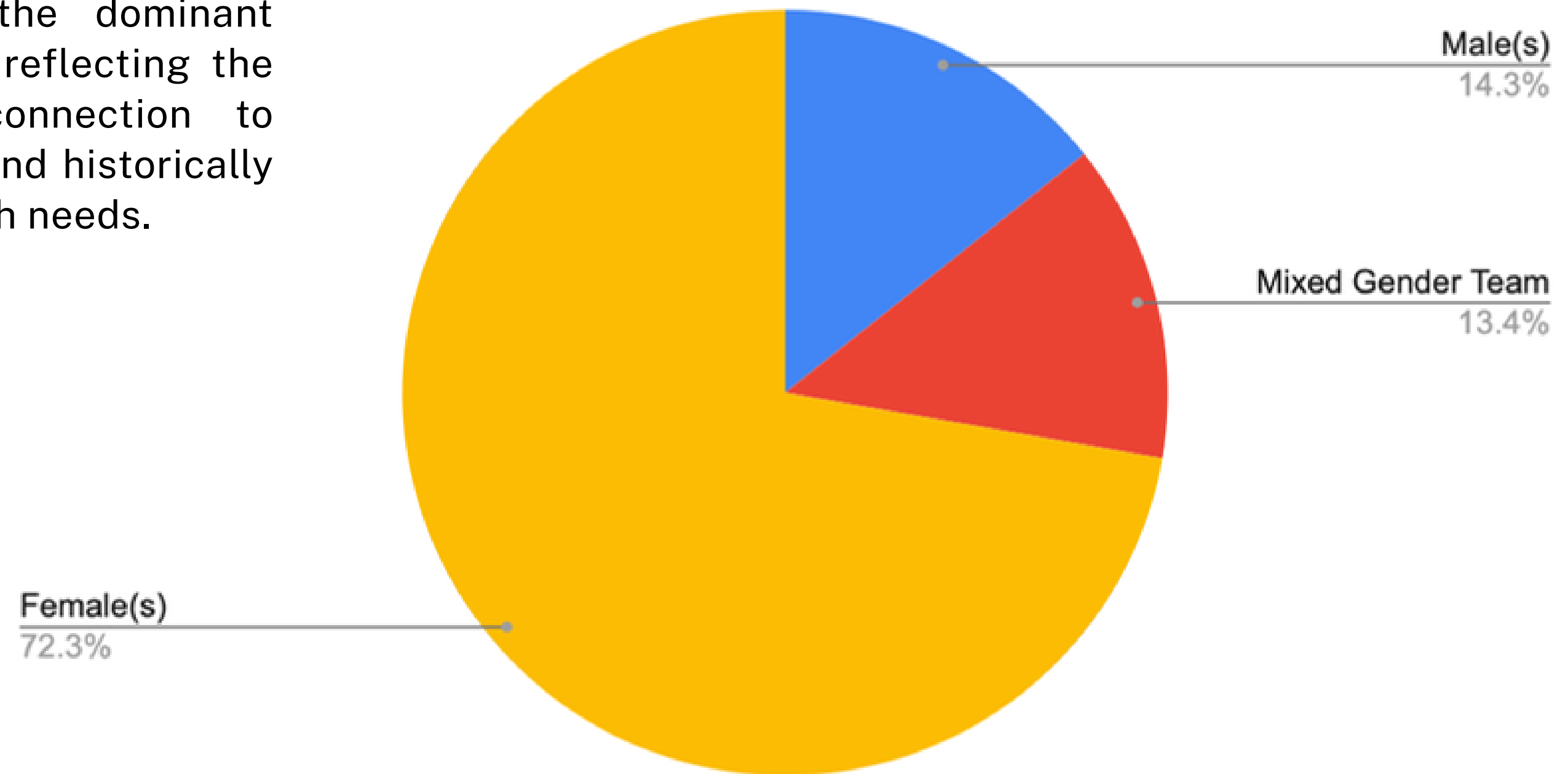
TARGET AUDIENCE



Predominantly B2C market, with a smaller but growing, B2B opportunity across employers, healthcare providers and other institutions for reach and scale.

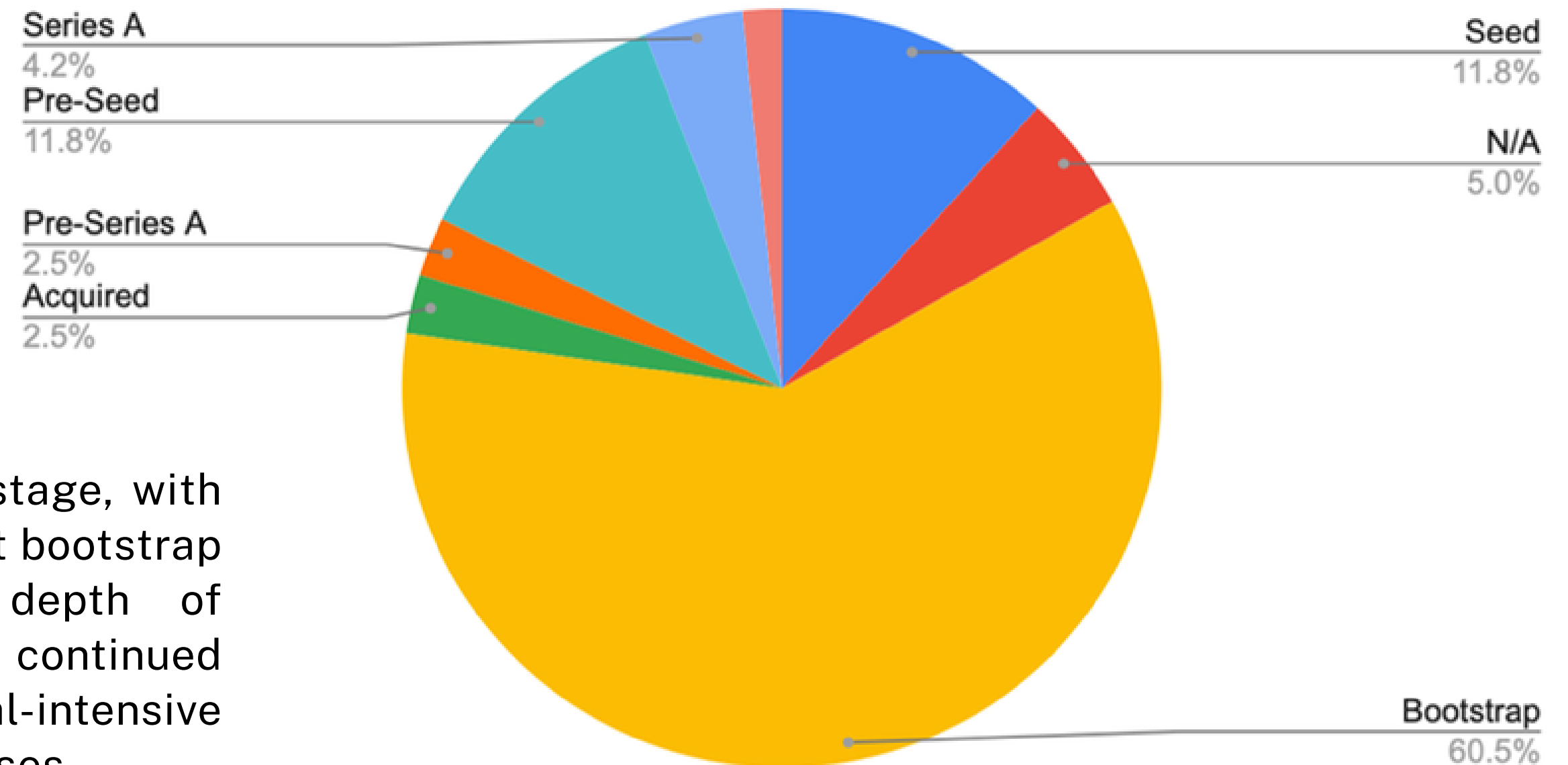
FOUNDING TEAMS

Women remain the dominant founders in SEA, reflecting the sector's close connection to lived experience and historically underserved health needs.



For more information, read our blog, [Founder Allies in the Femtech Community](#).

FUNDING STAGE



Ecosystem is mainly early-stage, with the majority of companies at bootstrap stage, highlighting the depth of entrepreneurship and the continued challenge of scaling capital-intensive women's healthcare businesses.

N/A = funding not required as sits within larger company.



UNLOCKING INNOVATION FOR WOMEN'S HEALTH IN SEA

According to the **United Nations Economic and Social Commission for Asia and the Pacific report** released in December 2025, in order to build an enabling environment for femtech innovation and successful start-ups in SEA, governments and relevant stakeholders can reflect on these six steps.

Contact FemTech Association Asia at: **info@femtechassociation.com** to discuss our research, programmes, and other partnership opportunities to support the growth of the femtech industry across Southeast Asia.



- 1 Strengthen research, data availability, and data governance**
- a. Encourage and fund research on women's health
 - b. Ensure good governance of women's health data



- 2 Increase awareness of women's health topics and the femtech sector**
- a. Address taboos around women's health
 - b. Increase data availability and understanding of the femtech sector
 - c. Tackle social media censoring



- 3 Support sector-specific incubators and accelerators and support ecosystems**
- a. Establish and support sector-specific programmes
 - b. Provide grants and financial support
 - c. Build and strengthen the femtech support ecosystem



- 4 Promote gender equality in investment**
- a. Address gender bias among investors
 - b. Promote women investor



- 5 Scale up innovative financing for women's health solutions**
- a. Promote impact-linked and blended finance
 - b. Encourage angel investing



- 6 Integrate femtech in government strategies**
- a. Mainstream women's health across policy domains
 - b. Develop dedicated strategies for women's health and the femtech sector

PRE-FRONTIER MARKETS

Following the launch of our Bhutan Chapter in November 2024, FemTech Association Asia is starting to explore Pre-Frontier markets like Bhutan, Myanmar and Timor-Leste.

This research provides an initial view of women's health initiatives and stakeholders. It is a first step towards where greater attention, innovation and investment are needed to continue to advance women's health across the whole region.



BHUTAN

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4

Non Governmental
Organisations



4

Government /
Research Initiatives



2

Innovation
Ecosystem Enablers

NON GOVERNMENTAL ORGANISATIONS



RENEW (Respect, Educate, Nurture, Empower Women): Supports sexual and reproductive health, GBV prevention and community services.



Bhutan Association of Women Entrepreneurs: Empowers through entrepreneurship, financial literacy and business development opportunities.



Tarayana Foundation: Addressed feminine hygiene, reproductive health, pregnant women's safety and health/WASH in rural communities.



Loden Foundation: Supports education, social entrepreneurship and cultural preservation

GOVERNMENT/RESEARCH INITIATIVES



iCTG Maternal Monitoring Programme: Enables remote fetal and uterine monitoring and connects frontline providers with higher-level obstetricians.



Red Dot Campaign: National menstrual-health campaign addressing period stigma, menstrual hygiene, WASH and access to menstrual products.



National Commission for Women and Children (NCWC) - CMIS & Helpline: Government body supporting women and children through protection services, data systems and national helplines.

REACH-Bhutan: Improving cervical cancer screening coverage in rural areas through HPV self-sampling at local health centres.

INNOVATION ECOSYSTEM ENABLERS



Thimphu TechPark / Bhutan Innovation & Technology Centre: Supports healthcare digitisation, including implementation of Bhutan's national Electronic Patient Information System.

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FemTech Association Asia: Launched country chapter in November 2024 to support local women's health advocacy and entrepreneurs

For more information, read our blog about [women's health in Bhutan](#).

MYANMAR

**5** Total Organisations & Initiatives Identified

**3** Government / Public Initiatives

**2** For-Profit Organisations

GOVERNMENT / PUBLIC INITIATIVES



Marie Stopes Myanmar / MSI Reproductive Choices Myanmar: Reproductive health clinical services provider offering sexual and reproductive health services with limited digital-engagement components alongside its clinical services.



Ma Shet Ne ("Don't Be Shy"): A digital sexual and reproductive health (SRH) education programme by BBC Media Action, providing young people with accessible information on sexual and reproductive health.



Myanmar Positive Group (Rosey Cherry): A reproductive health programme addressing HIV and key populations, including dedicated digital outreach focused on reproductive health among female sex workers.

FOR-PROFIT ORGANISATIONS



KoeKoeTech is an enterprise behind **maymay**, a maternal and child health app providing digital pregnancy and maternal-health support in partnership with Population Services International (PSI).



MyanCare Telemedicine Co., Ltd. is a digital telehealth platform providing general healthcare services, with features including period tracking, while serving a broader health market beyond women's health.

TIMOR-LESTE

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8 Total Organisations and Initiatives Identified



4 Non Governmental Organisations



4 Other Organisations and Initiatives

MATERNAL & REPRODUCTIVE HEALTH



Marie Stopes Timor-Leste: Provides reproductive health services, including family planning and education.



Hamnasa: Local NGO delivering maternal and child health services collaboratively.



Liga Inan (mHealth Maternal Programme): Mobile health programme providing maternal and newborn health information.



Fundasaun Alola: Improves maternal and child health and breast cancer awareness.

MENSTRUAL HEALTH



WaterAid + MSI Australia MHM Programme: Menstrual health programme improving hygiene facilities and menstrual education.



WOMEN'S RIGHTS



FOKUPERS: Promotes women's rights and provides psychosocial support and services for survivors of gender-based violence.

DIGITAL HEALTH & TECHNOLOGY



Catalpa International: Develops digital health solutions supporting maternal care, pregnancy tracking, and stronger healthcare delivery systems.

Jersaun Foun / LISIO (Livriñu Saúde ba Inan no Oan): Government social protection programme supported by Catalpa International, supporting vulnerable families through digital tools.

The logo consists of a solid blue square with the text "FEMTECH ASSOCIATION ASIA" in white, uppercase, sans-serif font, centered within the square.

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For more information about Asia's growing femtech sector or to partner with FemTech Association Asia, please contact:

info@femtechassociation.com

Thank you!

Case Studies

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Femtech Connect Asia Conference

OVERVIEW

Founded and hosted the region's first and largest Femtech & Women's Health Industry Conference in Singapore in June 2024.

**Contact us to partner on our 2027
Femtech Connect Asia Conference:
info@femtechassociation.com**



RESULTS

- 115 delegates from 11 countries
- 1st Femtech Innovation Showcase in SEA
- 20+ Femtech & Women's Health Speakers
- 1st SEA Consumer Insights research results by Milieu Insight & FemTech Association Asia
- Sponsors: Cigna, Singapore Global Network, HSBC, AWS, Singtel, Nespresso, Deloitte
- Media Partnership with Tatler expanded femtech awareness to a lifestyle audience

“The M Factor” SEA Film Premiere

OVERVIEW

Co-hosted the film premiere of ‘The M Factor: Shredding the Silence on Menopause’ in Southeast Asia followed by a panel - featuring founders, ecosystem-builders & clinicians - and social event.



RESULTS

- 150 event registrations - clinicians, medical practitioners, researchers, academics, femtech founders, media and community
- 4 x Panellists discussing menopause, hormonal health and longevity, from clinical, commercial and consumer perspectives
- Sponsors: NUS, Universite Paris Cite, iWISH, Osler Health and GloWNUS

HSBC Femtech Forum

OVERVIEW

Curated industry trailblazers, shaped content and positioning, and drove high-impact engagement among founders, corporates, investors and healthcare leaders to discuss the future of women's health in Asia.



RESULTS

- 50+ curated guest list
- 6 x femtech startup demos from SG & HK
- 400K+ event media coverage views
- NUS Yong Loo Lin School of Medicine, Global Centre for Asian Women's Health (GloW) pioneering clinical research on women in Asia

United Nations ESCAP Regional Research

OVERVIEW

Released the pioneering report in December 2025, Delivered research and outcomes to define market opportunity, inform policy, and accelerate femtech & women's health innovation in SEA.



RESULTS

- 1st ever in-depth regional SEA industry report
- 47 interviews across Indonesia, Philippines, Singapore, Thailand and Vietnam integrated into extensive research and case studies
- Winner - 2026 FemTech World Awards - Research Project of the Year