

PRESS RELEASE

Under embargo until May 23rd 2024 11:00 am

Femtech France and Wavestone are unveiling the results of the Femtech in France 2024 report

The term 'Femtech' refers to all the innovative technologies, products and services dedicated to women's health: smart objects, mobile applications, health softwares, educational platforms, etc. A growing market in the UK, it is also particularly mature in the US, where there are already a good number of unicorns.

The Femtech France non profit and Wavestone have joined forces to create this [report](#), based on a survey of 70 startups in the sector, to take an in-depth look at the state of the industry in France.

Startup profiles

There were 140 French femtech startups listed as of April 30th 2024, almost 22% more than in 2023. The 3 healthcare categories most addressed by these startups are menstrual health, general health, followed by a tie on chronic pathologies and pelvic health.

We can see that 57% of startups are in the wellness sector, and 43% in the health sector, meaning that the product/service is part of a care pathway:

- In terms of products and services, the 3 most common in **healthcare** are healthcare software (SaaS), tests and medical devices;
- When it comes to wellness, consumer products, supplements and mobile applications are all on the rise.

Among the startups surveyed, 94% were co-founded by women and 33% had a healthcare professional on the founding team. The majority of these companies were created between 2021 and 2023 (60%).

Geographically, the startups surveyed are mainly from the Paris region (52%), followed by Auvergne-Rhône-Alpes, Nouvelle-Aquitaine and Pays de la Loire (7%). When it comes to headquarters, Paris, Lyon and Nantes are in the top 3.

Development stage

The average cumulative revenue in 2023 for startups surveyed amounted to €42.8 million. It should be noted that 77% of startups surveyed have a product on the market, and of these, 76% are generating sales.

The market-leading startups in France are **Perifit** and **Fizimed**, which both make perineal re-education devices and breast pumps, and **Apricity**, the virtual fertility clinic. It is worth mentioning that these 3 companies are already well established internationally, in the United States for Perifit, in Germany for Fizimed, and in the United Kingdom for Apricity.

64% of the startups surveyed expect to be reimbursed by the French National Health Insurance, and 20% of them have already started the process. For example, Fizimed's pelvic floor device is already reimbursed in Germany. In France, Health Minister Catherine Vautrin has announced that the aim is to reimburse Ziwig's endometriosis diagnostic test by 2025.

Funding

The average amount of funds raised by startups surveyed since their creation is €950,000. 40% of startups surveyed have been financed since their creation, mainly through fundraising (59%), followed by self-financing (34%) and grants and subsidies (3%).

Among the biggest fundraisers in 2023 are Sonio ultrasound software (€13 million), Womed treatments for complex uterine pathologies (€6 million), and Sorella medical offices dedicated to women's health (€5 million).

This year also saw the first acquisition of a French Femtech startup (Sonio) by a manufacturer (Samsung), as well as the first investment by a pharmaceutical company (Pierre Fabre) in a French Femtech startup (Miyé, the brand of skincare products and food supplements dedicated to hormonal well-being), which became the main shareholder.

Markets

France is the main market for 87% of the startups surveyed. The primary regions targeted by these startups are Europe, North America, and Africa, with the main countries being France, followed by Belgium and Switzerland in a tie.

Market challenges and trends

Among the market trends observed by Femtech France, we note that women's health in the workplace remains a strong theme, that insurance companies are looking for more comprehensive health offerings, and that there is a need to innovate in under-addressed areas such as hormonal health and mental health.

The challenges include the affordability of products developed by Femtech startups, their carbon footprint and funding. Juliette Mauro, President of Femtech France, adds: « *The presence of series A and series B companies on the Femtech market in France and Europe (excluding the UK) should motivate the financial institutions to create dedicated Femtech funds to support the development and growth of these structures.* »

Opportunities in sport for Femtech startups

During this Olympic year, we are highlighting women's participation in sport, its challenges and the innovative solutions offered by Femtech startups. Our [2024 report](#) highlights the importance of adapting sport to the various stages of women's lives. In addition, **two high-level athletes, Djihène Abdellilah, world champion in MMA, and Ayodele Ikuesan, Olympic athlete specializing in 100 meters races, are sharing an insight** on how to raise awareness among sports professionals about the specific physiological characteristics of women.

2024 French Femtech startups mapping



FRENCH FEMTECH STARTUPS MAPPING - MAY 2024

FEMTECH
france

About Femtech France

Femtech France is an organization bringing together 75 companies involved in innovation in women's health. The non-profit has 3 objectives: supporting the startups members of its collective, fostering synergies around these startups and members of the ecosystems (industrials, investors, healthcare professionals, etc.), and taking part in all the strategic debates around women's health in France.

English versions of the 2024 report and mapping are available on [Femtech France website](https://www.femtechfrance.org).

Press contact:

Delphine Moulu (Managing Director)

delphine@femtechfrance.org

Tel. : +33 6 85 24 72 97

About Wavestone

Wavestone, an independent consulting firm based in France, and Q_Perior, the leading consulting firm in the Germany-Switzerland-Austria region, have joined forces in 2023 to become the trusted partner for critical transformations. With more than 5,500 employees in Europe, North America, and Asia, the company combines leading industry expertise in 360° transformation with a portfolio of high-value-added services. Wavestone is a Paris Euronext listed company and has been awarded the Great Place To Work® label in 2023. More information on www.wavestone.com // [@wavestoneFR](https://twitter.com/wavestoneFR)

Press contacts:

Wellcom PR Agency (Tel. : + 33 1 46 34 60 60)

- Chloé Bencivengo, chloe.bencivengo@wellcom.fr
- Marie-Charlotte Fauquette, mariecharlotte.fauquette@wellcom.fr
- Bastien Depond, bastien.depond@wellcom.fr