

The Future of Women's Digital Health Solutions

October 2023

Executive Summary

The Consumer Technology Association explored the future of women's consumer digital health solutions to understand what drives women to adopt and use them for health management and inform new features and products.

Insights from the research show many women do not consider that issues impacting women's health encompasses a variety of areas, not just reproductive issues. In addition, women encounter barriers to care, including high costs and easy access.

As the market for women's digital health solutions continue to grow (especially as artificial intelligence matures), the health care industry should consider the challenges women face in health care and educate them on solutions that help overcome them.

Key Findings

- A little over a quarter (27%) of women have a narrow view of what women's health means, believing it focuses only on the health areas and anatomy that are unique to menstrual and reproductive health.
- Three in four women face challenges in obtaining health care, including:
 - High health care costs (38%),
 - Needing to prioritize health (25%),
 - Limited appointment availability/office hours (23%),
 - Access to affordable health insurance (21%)
- Primary care doctors are the most common source women turn to for health care information. Gen Z, Millennials, those with an income of at least \$100k, those with a 4-year college degree or higher, and women of color (particularly those with an Asian background) are more likely to use numerous sources to obtain health information.
- Current users of digital health solutions typically use the following types of solutions to manage their health:
 - Smartphone apps (73%),
 - Telehealth (40%),
 - Smartwatches (38%)
- Cost, security, lack of personalization and accuracy lead to women's concerns about using digital health solutions.
- Fitness, nutrition, mental health and menstrual health have the greatest user familiarity and usage.
- Most women (76%) have only used free digital health solutions. However, 30% would be willing to budget for out-of-pocket expenses for digital health solutions, for an average spend of \$119-\$215 during a 12-month period.
- Two in three women believe digital health solutions are the future of health care (66%) and that the solutions can help lower healthcare costs (64%). In addition, more than half believe digital health solutions can help reduce health care disparities (58%).

Research Methodology

CTA's "The Future of Women's Digital Health Solutions" was administered as an online survey among 1001 U.S. adults (age 18-plus) who were assigned female at birth and identify as female—to be further refined into Current Users, Previous Users, and Non-Users. The survey was fielded from August 16 to 28, 2023.

All rights reserved. | cta.tech/research

Disclaimer: When referencing information from this report, please credit "The Future of Women's Digital Health Solutions, © 2023 Consumer Technology Association."

Requests to reproduce this document, in whole or in part, may be sent to research@cta.tech or call 1-866-858-1555 or 703-907-7600.