

FemTech - A Market on the Rise



2021 was a banner year for the women's health and wellness industry as global venture capital investment in FemTech companies surpassed \$1B for the first time. This was attributable to a number of high value deals in the sector, including Elvie's \$97M Series C fundraise and Maven's \$110M Series D fundraise, which resulted in Maven becoming the first FemTech unicorn.

This trend towards increasingly high profile deals is continuing into 2022, as Kindbody's acquisition of Vios Fertility Institute in January brought the company's valuation to \$1.15B, making it the second FemTech company to ***reach unicorn status in less than a year***. As current projections indicate that the global FemTech market is estimated to grow at a compound annual growth rate (CAGR) of 12.2%, this article considers some of the key areas for advancement in the sector, as well as ***possible challenges to that progress***.

Read the **[full article](#)**, originally published in *Maddyness*, by Life Sciences partner **[Sophie McGrath](#)** and associate **[Kesten Laverty](#)**.