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Global Digital Health Maternal And Infant Care Solutions Market—Leaders, Innovators, And Startups



BabyTech (digital tools targeted at infants/toddlers) and FemTech (digital solutions for helping women with their health issues) are the latest trends in the healthcare industry. Digital health tools are finding applications in all areas of parenting—fertility, pregnancy, birthing, nursing, baby health, and safety. Women form nearly half the population and are the key decision makers at home. Public health concerns such as rising pre-term births and maternal mortality rates are strong factors that are encouraging consumers, healthcare providers and other stakeholders to use digital health solutions to better manage the entire birth continuum, from conception, to birth, and during the first years of infant care.

