FutureBridge

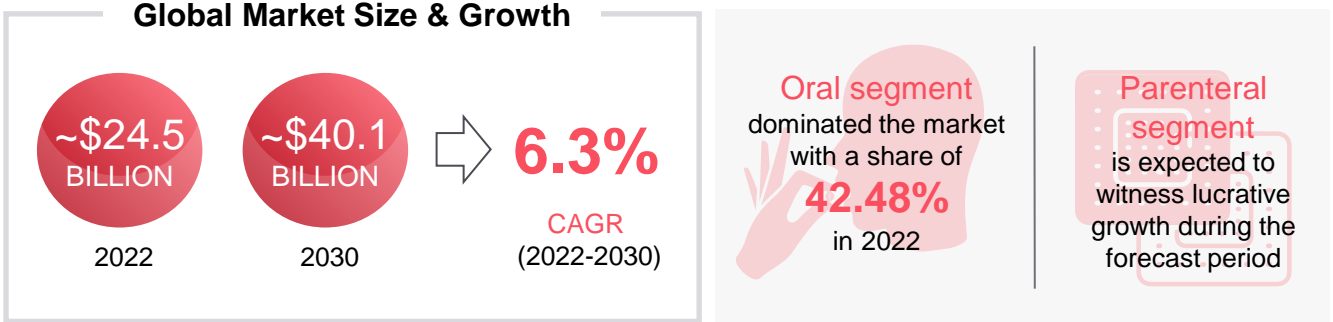# ELEVATING WOMEN'S HEALTH

Hormone Replacement Therapy (HRT) Insights

Global Hormone Replacement Therapy Industry Trends

Global Market Size & Growth

~$24.5 BILLION 2022

~$40.1 BILLION 2030

→ **6.3%** CAGR (2022-2030)

Oral segment dominated the market with a share of **42.48%** in 2022

Parenteral segment is expected to witness lucrative growth during the forecast period

HRT Industry's Global Hotspots and Key Players

North America (31.9%) holds the highest market revenue globally

NORTH AMERICA

EUROPE

ASIA PACIFIC

North America key players: Johnson & Johnson, Pfizer, Lilly, abbvie, AMGEN, Mylan

Europe key players: novo nordisk, mithra Women's Health, NOVARTIS, Merck, endo, BAYER

Asia Pacific key players: Cipla, SUN PHARMA, Fuji Pharma Co., Ltd., Hisamitsu

Unmasking the Truth About HRT: Myths and Facts

MYTH HRT causes Breast Cancer
FACT Taking oestrogen-only HRT carries a minutely low risk of breast cancer

MYTH HRT has Vascular Risk
FACT When started before the age of 60, HRT does not elevate heart disease risk. Moreover, oestrogen-only HRT may confer a reduced risk of developing cardiovascular disease
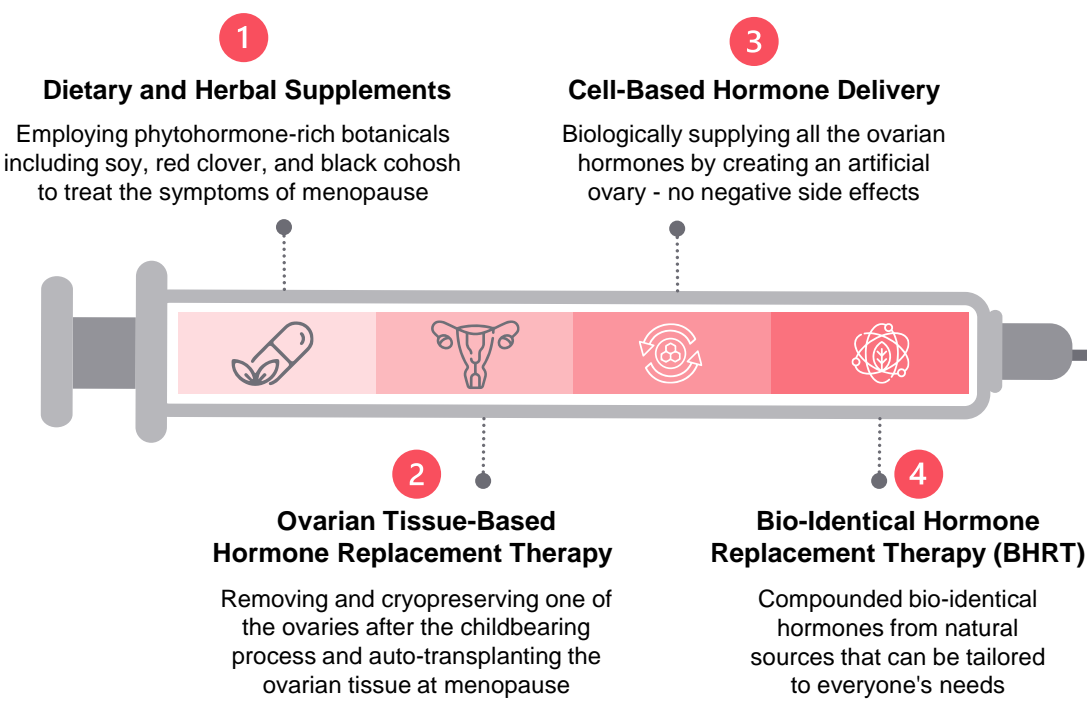
MYTH HRT can Delay Menopause
FACT HRT does not delay or prevent menopause; it can relieve uncomfortable menopausal symptoms

MYTH No need for HRT after Menopause
FACT Even after making the transition to post-menopausal years, one can still feel the effects of a hormone imbalance

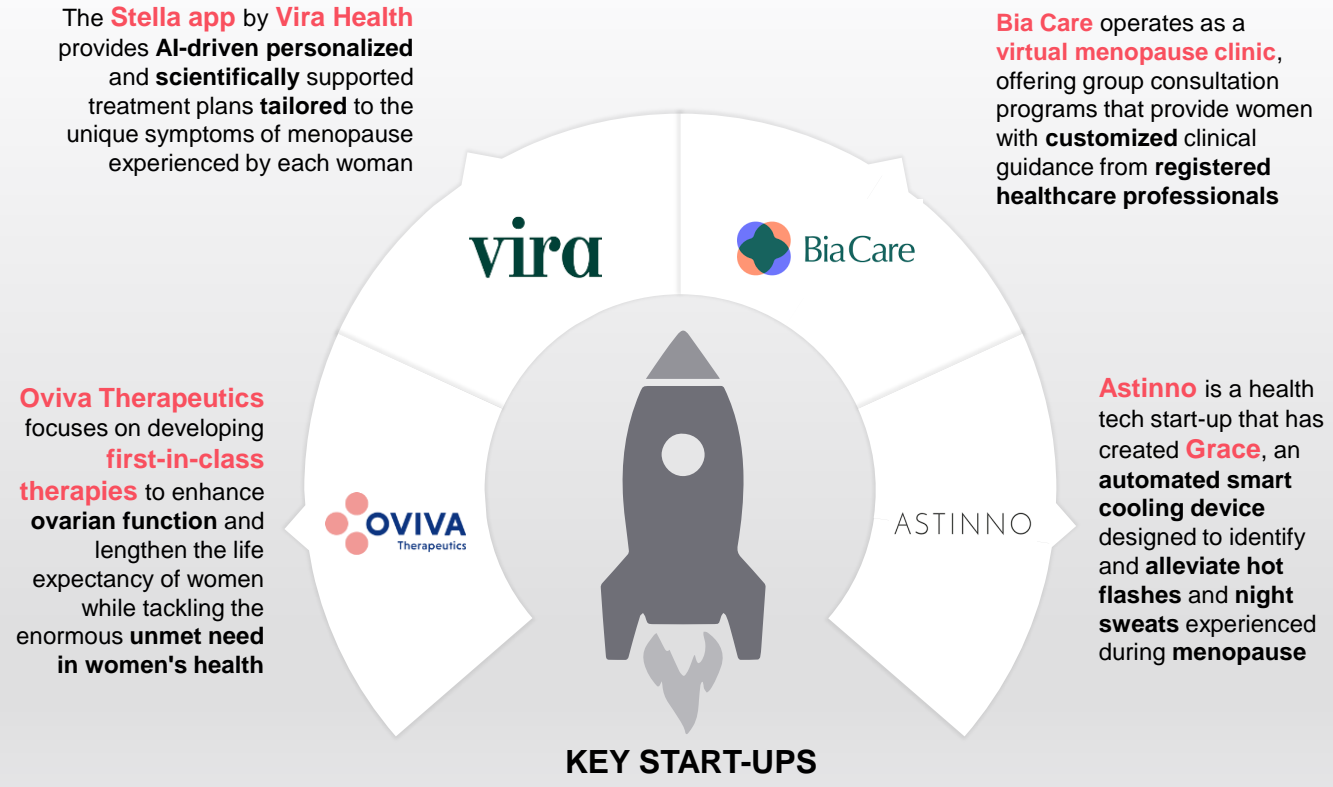**MYTH** HRT is typically prescribed when pregnancy is no longer a concern
FACT HRT is not a contraception and women should use contraception when required till the age of 55 years

Stepping Forward: The Future Landscape of HRT

1. Dietary and Herbal Supplements
Employing phytohormone-rich botanicals including soy, red clover, and black cohosh to treat the symptoms of menopause

3. Cell-Based Hormone Delivery
Biologically supplying all the ovarian hormones by creating an artificial ovary - no negative side effects

2. Ovarian Tissue-Based Hormone Replacement Therapy
Removing and cryopreserving one of the ovaries after the childbearing process and auto-transplanting the ovarian tissue at menopause

4. Bio-Identical Hormone Replacement Therapy (BHRT)
Compounded bio-identical hormones from natural sources that can be tailored to everyone's needs

Pioneering HRT Industry Innovators

The **Stella app** by **Vira Health** provides **AI-driven personalized** and **scientifically** supported treatment plans **tailored** to the unique symptoms of menopause experienced by each woman

Bia Care operates as a **virtual menopause clinic**, offering group consultation programs that provide women with **customized** clinical guidance from **registered healthcare professionals**

Oviva Therapeutics focuses on developing **first-in-class therapies** to enhance **ovarian function** and lengthen the life expectancy of women while tackling the enormous **unmet need in women's health**

Astinno is a health tech start-up that has created **Grace**, an **automated smart cooling device** designed to identify and **alleviate hot flashes** and **night sweats** experienced during **menopause**

vira · **Bia Care** · **OVIVA** Therapeutics · **ASTINNO**

KEY START-UPS

Conclusion

- **Booming Growth:** The global Hormone Replacement Therapy (HRT) industry is on an upward trajectory, driven by factors like an aging population and technological advancements in medicine.
- **Beyond Tradition:** Beyond the traditional, alternative treatments such as lifestyle adaptations, herbal remedies, and complementary therapies like BHRT are carving their own path.
- **Empowering Possibilities:** This widening spectrum of options provides patients and healthcare providers with a diverse toolkit to tackle hormonal imbalances in innovative and effective ways.

About FutureBridge

FutureBridge tracks and advises on the future of industries from a 1-to-25 year perspective.

We keep you ahead on the technology curve, propel your growth, identify new opportunities, markets and business models, answer your unknowns, and facilitate best-fit solutions and partnerships using our platforms, programs, and access to global ecosystems and players.