

US Fertility Treatment Market Size

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Fertility Treatment Companies

The top ten companies in the U.S. field of natural/non-medication based or IVF fertility treatment are Thermo Fisher Scientific, Inc., EMD Serono, Inc., Coopersurgical, Inc., Progyny, Inc., Irvine Scientific, Hamilton Thorne, Inc., The Baker Company, Inc., Biogenics, ESCO Micro PTE, and Boston IVF.

Thermo Fisher Scientific, Inc.

- Revenue: [\\$24,358 million.](#)

EMD Serono, Inc.

- Revenue: [\\$220.30 million.](#)

Coopersurgical, Inc.

- Revenue: [\\$2,532.8 million.](#)

Progyny, Inc.

- Revenue: [\\$105.4 million.](#)

Irvine Scientific

- Revenue: [\\$31.98 million.](#)

Hamilton Thorne, Inc.

- Revenue: [\\$29.21 million.](#)

The Baker Company, Inc.

- Revenue: [\\$28.15 million.](#)

Biogenics

- Revenue: [\\$8.4 million.](#)

ESCO Micro PTE

- Revenue: [\\$6.64 million](#).
- Note that while this company is headquartered in Singapore, it has locations in [the U.S.](#)

Boston IVF

- Revenue: [\\$400,000](#)

Research Strategy

To identify the top ten companies that provide natural/non-medication based or IVF fertility treatment in the U.S., your research team leveraged market reports from sources such as [Markets&Markets](#) and [Market Data Forecast](#). These sources provided a host of key players in the global and North American IVF treatment market. From these lists, we proceeded to search for the revenue of companies that are located in the U.S., from which we have provided 10 of the companies with the highest annual revenue.

To identify the market share of these companies, we searched for any publication that has provided market share data of top players in the global IVF treatment market, but no such report was found. We also search through press media articles and publications by these companies hoping to find press releases or interviews granted by top officials from the company that hints on the share of these companies in the IVF market but no such report was found. Therefore, we resorted to triangulation to determine the market share of these companies. While the size of the U.S. IVF treatment market was not publicly available, we focused on the size of the North American market since it is dominated by the [U.S. and Canada](#). However, the team could not continue with this attempt because some companies such as [Thermo Fisher](#), [Coopersurgical, Inc.](#) offer a wide range of services and their annual report does not provide revenue data broken down by segment. Hence, using the general revenue of these companies to determine their market share in the IVF market would not represent the true share of the companies. For instance, while the 2019 size of the North American IVF market was about [\\$760 million](#) and the projected size of the global market is about [\\$847.8 million](#) by 2022, Thermo Fisher and Coopersurgical, Inc. generated [\\$24 billion](#) and [\\$2 billion](#) respectively from general sales and services in 2018 which is more than the global and North American market size for IVF.

Fertility Treatment Competitive Landscape

Thermo Fisher Scientific has a revenue of \$24,358 million, while the revenue of EMD Serono is €6,246 million (\$6,881 million) and that of Coopersurgical stands at \$2,653.4 million. All three companies make use of different marketing methods but social media marketing is commonly used.

Thermo Fisher Scientific, Inc.

- Services offered by Thermo Fisher Scientific include [cell culture media services](#), instrument services, molecular biology services, and real-time PCR custom services. These services are provided through their premier brands, namely, [Invitrogen](#), [Applied Biosystems](#), Fisher Scientific, Thermo Scientific, and Unity Lab Services.
- Marketing methods employed by the company include taking preemptive actions against emerging trends and industry changes, using close collaboration among teams in all the various businesses and regions, and incorporating its marketing channel activities such as the omnichannel program, email, and advertising within [the company's core strategy](#).
- Its marketing methods also include the use of [blogs, webinars](#), and [social media platforms](#) like Facebook, LinkedIn, YouTube, and Twitter.
- The company's revenue at the fiscal end year of [2018](#) stands at [\\$24,358 million](#). By the third quarter of [2019](#), the company revenue still runs over [\\$24 billion](#).
- In terms of market share, the company has a market value of [\\$131,817.8 million](#) and recorded sales growth of [16.45%](#).
- Strengths of the company include a [wide range of product](#) and service offerings across diverse industries and [product support](#) in terms of training & education, product documentation, and other technical information. Its reputation as a provider of [quality products and services](#) also works to its advantage in the market.
- Other strengths are customized and OEM applications, and eSolutions for eProcurement starting from "[eCatalog to web-based PunchOut](#) to full integration with eInvoicing." The company is also further strengthened by its increasing global presence after launching [new bases in China](#) and the US.
- Industry information suggests the company offers [low risk](#) in terms of investment opportunities, which is a strength. Another strength of the company is the volume of its assets, which stands at [\\$56,232 million](#).

- One major weakness of the company is on environmental matters. Its accrued liabilities on this issue were [\\$69 million](#) at the end of [2018](#). Also, because of the diversity of its products and services, it has to [compete at all ends](#) with various competitors, and this has reflected weakness in its market specialization. The lack of market specialization could be what reflected on its net income growth, which is comparatively low ([32.04%](#)) to that of its competitor ([Coopersurgical, Inc.](#)).

EMD Serono, Inc.

- Products and services of EMD Serono are in therapeutic areas such as [neurology & immunology, endocrinology](#), fertility, and oncology. Medical information is also provided by health professionals, and oncology products are available as well.
- Marketing methods deployed by the company include leveraging on key channels such as federal, Medicaid, Medicare, commercial channels for the distribution of its products. It also targets [influencers within the hospital](#), institutions, and traditional payers systems.
- Other marketing methods include close collaboration with significant local and international stakeholders by innovating contracting strategies and [pricing recommendations](#). It also makes use of social media marketing with platforms such as [YouTube, Facebook, Twitter](#), and LinkedIn.
- The company has an estimated revenue of [€6,246 million](#) (\$6,881 million). This [2018](#) revenue is the addition of net sales for major products like oncology, neurology & immunology, fertility, general medicine & endocrinology, and other healthcare product lines.
- EMD Serono boasts of [9.2%](#) market share in the fertility treatment market.
- The company's major strength lies in its research and development, having invested [€2.2 billion](#) (\$2.42 billion) in [2018](#). Another strength of the company is its innovative solutions offering across lab technologies, therapeutics, connectivity, and services.
- One other strength of EMD Serono is its [focus on supplier management](#) in delivery reliability, high quality, and competitive prices. Industry information also suggests the company offers [low risk](#) in terms of investment opportunities, which is a strength.
- One notable weakness of the company is the annual increase in energy consumption from [2015 to 2018](#), which could raise environmental concern on its operations.

Coopersurgical, Inc.

- Products and services of CooperSurgical are "focused on advancing the health of women, babies, and families through a diversified portfolio of products and services including medical devices, [fertility, genomics, diagnostics](#), and contraception." It also offers top-notch services, innovative technologies, and authentic products to its stakeholders globally.

- Marketing methods include the recruitment of senior director for each brand product. For instance, there were recruitments for Director of Marketing and Marketing Product Director for [Paragard](#) and [surgical product line](#), respectively.
- Another marketing method employed is the strategic partnership with the media, advertising, and public relations agencies for the [disciplined direction](#) of its campaigns. The continuous training and development of its marketing team is one other method used by Coopersurgical.
- LinkedIn appears to be the only platform it uses for social media marketing. It has [13,502](#) followers.
- The company's revenue at the fiscal end year of [October 2019](#) stands at [\\$2,653.4 million](#).
- In terms of market share, the company has a market value of [\\$16,369.5 million](#) and recorded a sales growth of [4.76%](#).
- One significant strength of CooperSurgical is that it focuses on "[selected segments](#) of the family and women's health care market, supplying diagnostic products, services, and surgical instruments and accessories." Because of its selected segment, CooperSurgical can be the only choice for a complete procedure. Another strength of the company is that it is now a player in the IUD market after its acquisition of Paragard in [2018](#).
- Industry information suggests the company offers [low risk](#) in terms of investment opportunities, which is a strength. One other strength of the company is its astronomical net income growth, which stands at [233.6%](#). Both of these factors make it attractive for desirable investments.
- One weakness identified is that CooperSurgical may find it difficult to compete with entities with greater financial resources because of its limited diversity in the market. For instance, the company wants to make entry into "the larger hospital and outpatient surgical procedure segment of the market, but the market is presently [dominated by bigger competitors](#) such as Johnson & Johnson, Boston Scientific, Hologic, Olympus, and Medtronic." Also, the Paragard it acquired is already being sold by many manufacturers.

Research Strategy

Findings for this request were collated from the websites, annual reports, and social media platforms of these top three companies. Third-party platforms, such as Hoovers and Lensa also proved resourceful. Some marketing methods of the companies were highlighted from the job responsibilities attached to the vacancies for senior marketing directors.

Part 1 Sources

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- “selected segments of the family and women’s health care market, supplying diagnostic products, services, and surgical instruments and accessories.”
- “the larger hospital and outpatient surgical procedure segment of the market, but the market is presently dominated by bigger competitors such as Johnson & Johnson, Boston Scientific, Hologic, Olympus, and Medtronic.”

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