

# IVI Institute Fertility Barometer Multi-country

## EXECUTIVE SUMMARY OCTOBER 2026

Research conducted by GfK, a NielsenIQ company

Published by IVI Institute in partnership with IVI Fertility, Everleap Fertility, ART Fertility, Genera, Create Fertility, LIVIO, and TRIO Clinics.



IVI Institute

# Methodology and objectives

## STUDY POPULATION

Women aged 19–49 in nine countries:  
Canada, France, Italy, Spain, Sweden, Portugal, UAE, UK, and US

## SELECTION CRITERIA

Nationally representative samples, with quotas on age, region and education (except UAE)

### SAMPLE SIZE

24,074 interviews

### METHODOLOGY

Online interviews (Computer Assisted Web Interviews)

### SURVEY DATES

10 May – 03 July 2026

### MARGIN OF ERROR

±0.63 percentage points at the 95% confidence level (p=q=50%)

## ABOUT THE STUDY

Fertility is an urgent social and public health issue, yet it is still discussed with little evidence on what people themselves think, want, and fear. The IVI Institute Fertility Barometer was created to close that gap.

The study examines how people think about fertility, parenthood and family formation, and the barriers that shape reproductive decisions today. It was conducted by GfK, a NielsenIQ company, in collaboration with the member brands of IVI Institute and spans nine countries. Participating brands: IVI Fertility, Everleap Fertility, ART Fertility, Genera, Create Fertility, LIVIO Fertility, and TRIO Clinics.

This executive summary sets out the main findings across the nine countries and what they reveal about the future of family planning and motherhood.

**IVI INSTITUTE** Global leader in reproductive medicine

200+

locations in 15 countries

5

basic research centers

100+

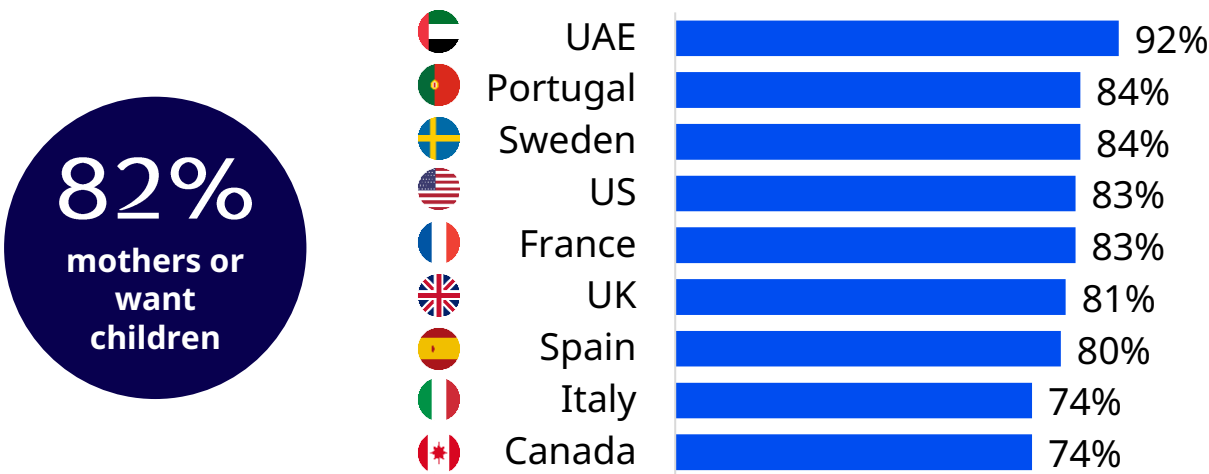
babies born every day

# Motherhood remains a strong aspiration

Findings from the IVI Institute Fertility Barometer show that the desire for motherhood remains strong, with 82% of women aged 19 to 49 either already being mothers or wanting to have children. For most women, becoming a mother continues to be an important life goal, with 73% rating it as an important personal priority

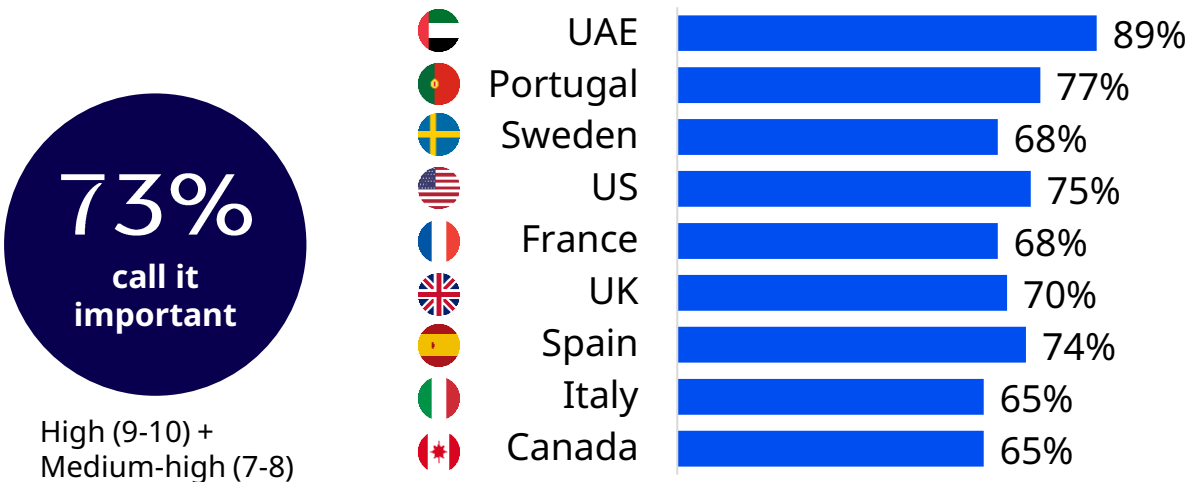
## Goal of being a mother

% of women (n= 24,074)



## Importance of becoming a mother

% of women (n= 24,074)

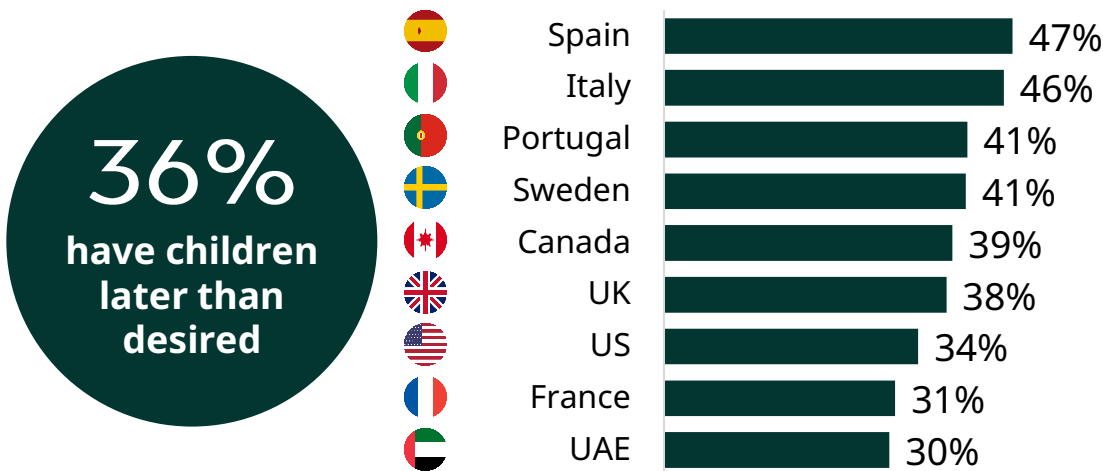


# Across all countries, women are having children later than desired

The findings reveal a gap between women’s aspirations for motherhood and their reality, as 1 in 3 women report having their first child 6 years later than intended.

## Timing of first child

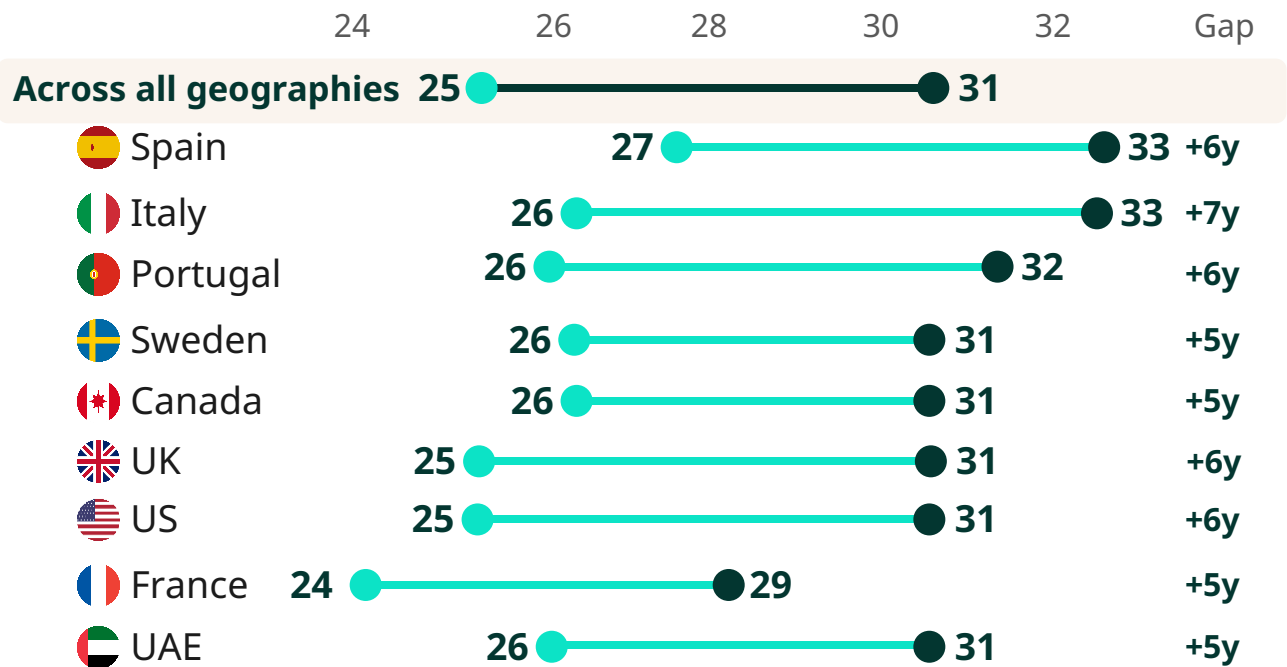
% of women who have target age (n= 15,579)



## Age at first child

Later-than-desired group (n= 5,618)

Intended Actual



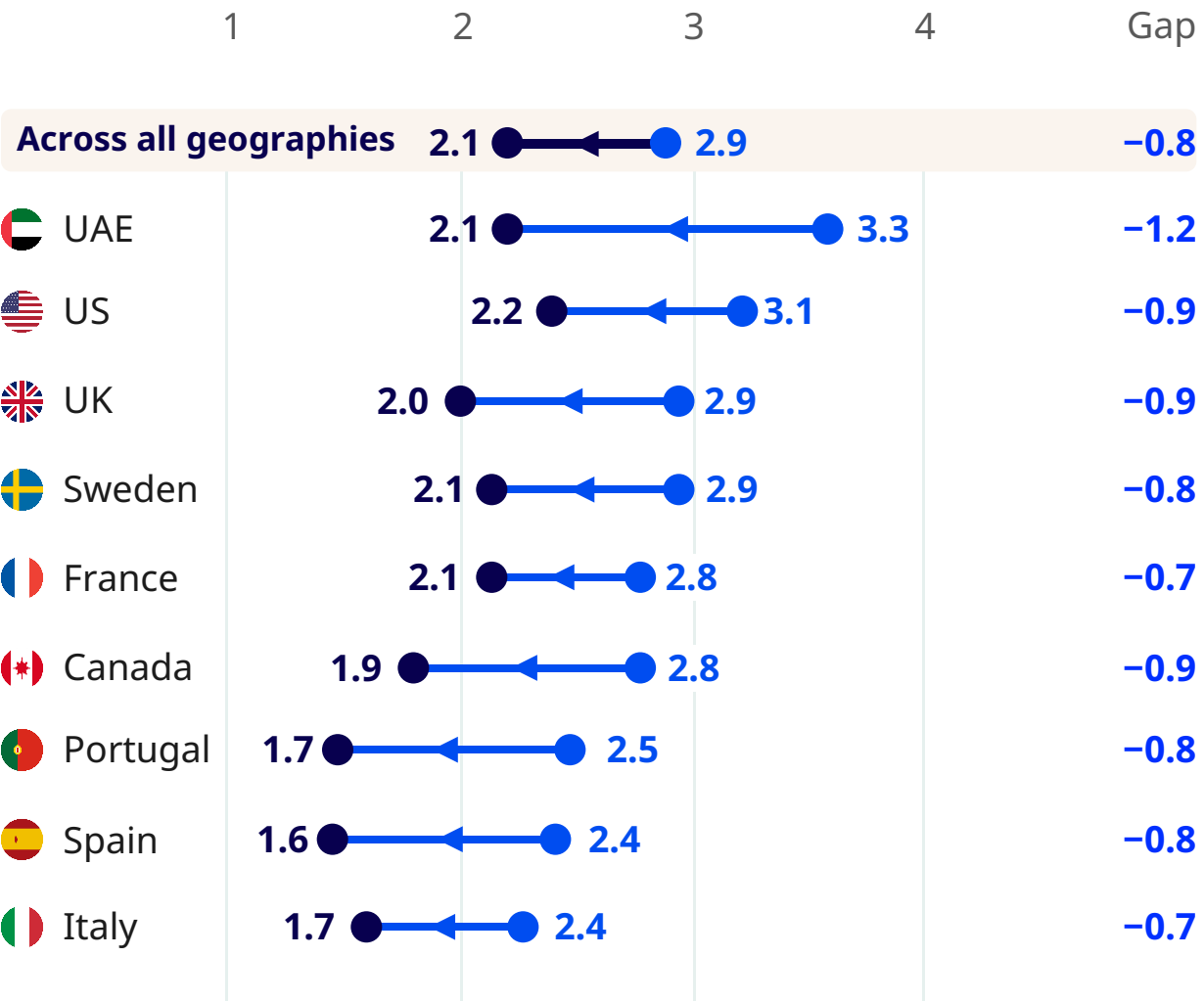
# Women report having smaller families than they had planned

Across countries, mothers end up having close to one fewer child than they had intended— a gap that points to a mismatch between women's fertility intentions and their actual family size, not a declining desire for children.

## Mean number of children

Mothers (n= 12,923)

● Intended    ● Actual

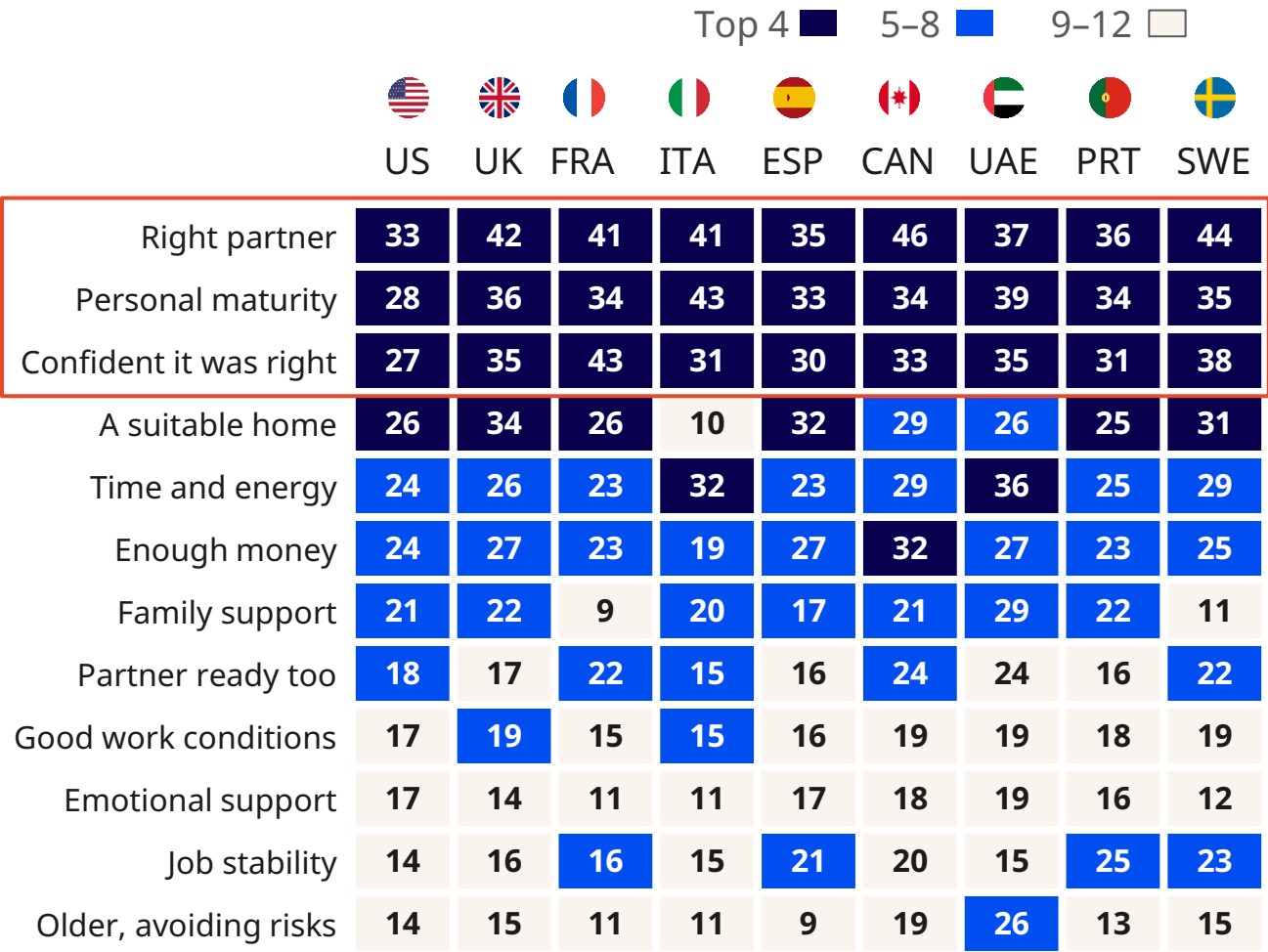


# Personal readiness often defines the right moment to start a family

Across all nine countries, the top reasons women cite for feeling ready to become mothers are personal: having the right partner, feeling mature, and confidence in the decision consistently top the list—while job-related factors trail behind. Having a suitable home and financial reasons can be an important factor in some countries, but still secondary.

## What made it the right time

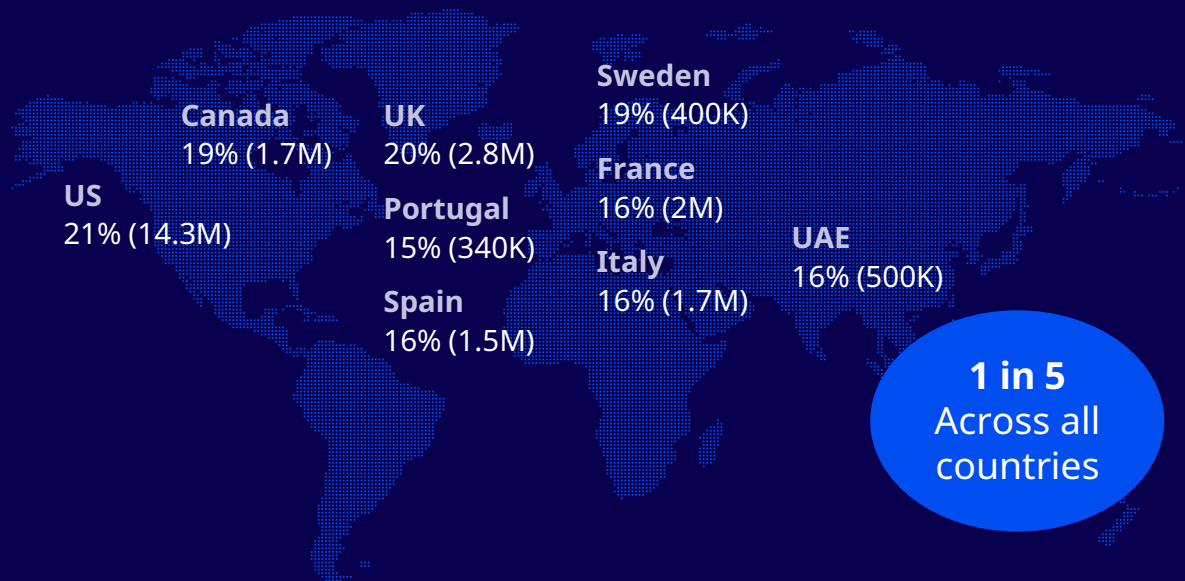
Already mothers or pregnant (n= 13,268)



# One in five women have experienced infertility

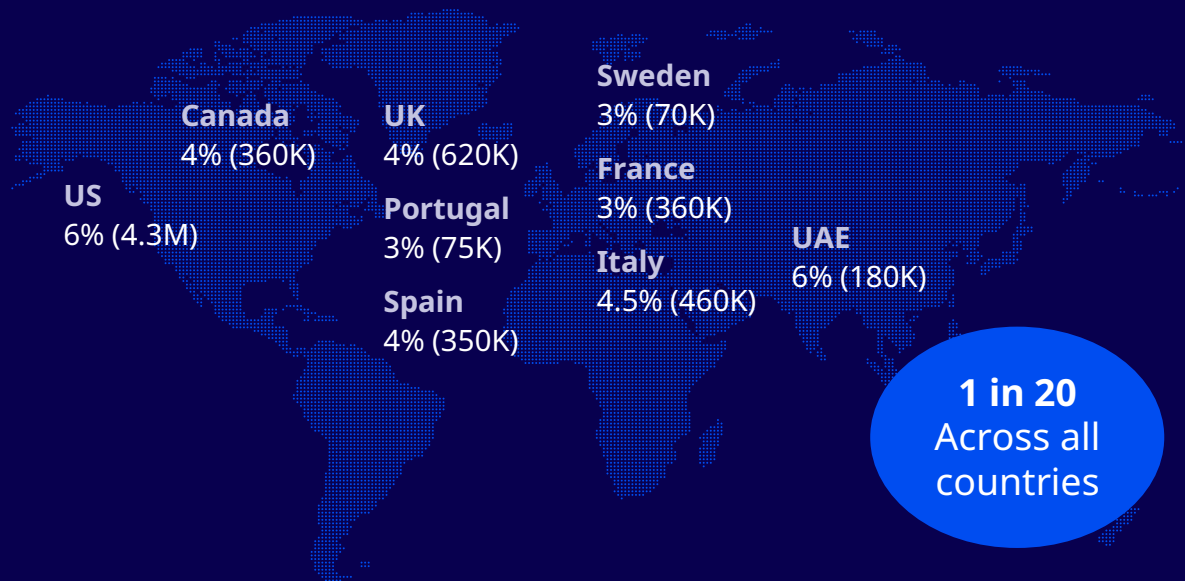
## Lifetime infertility prevalence

% of all women (n= 24,074)



## Last 12 months infertility prevalence

% of all women (n= 24,074)



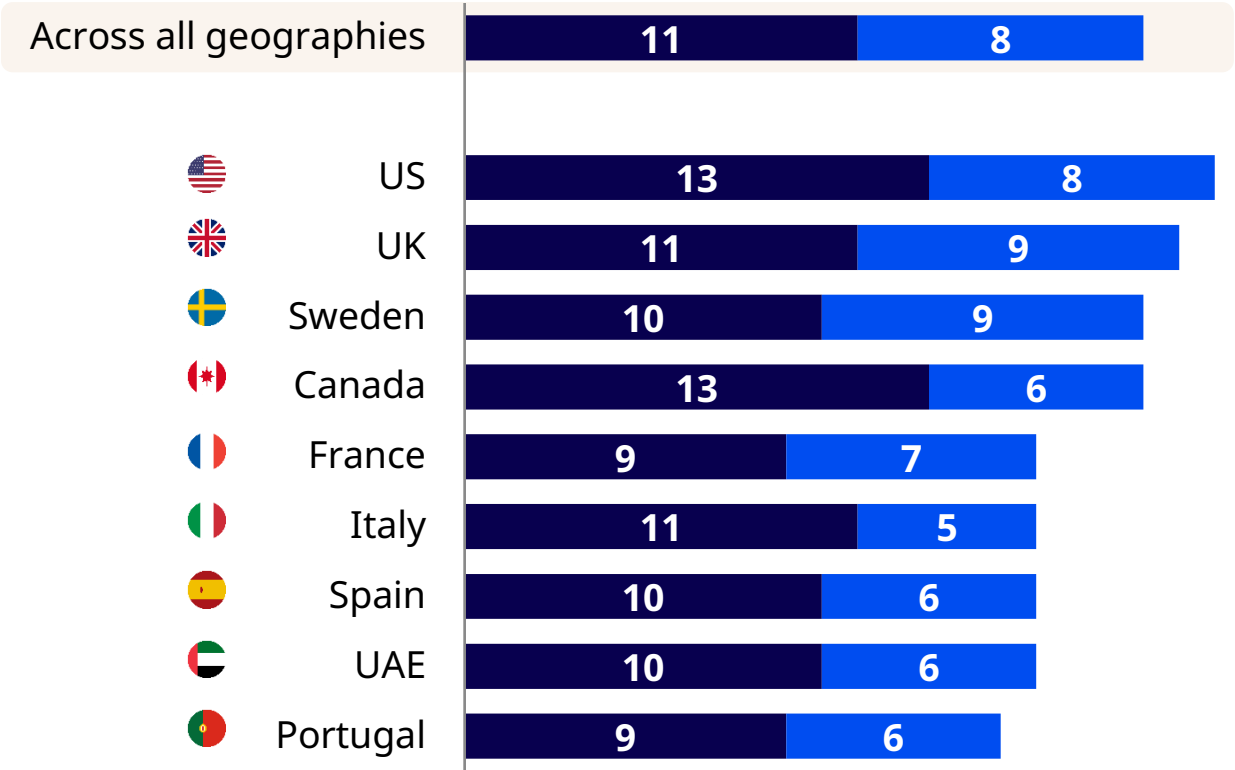
# Secondary infertility represents four in ten cases of infertility

Many women experience infertility even after having their first child. In fact, 8% of women aged 19 to 49 have experienced secondary infertility. This highlights an often-underreported part of women’s fertility journey.

## Lifetime prevalence by type

% of all women (n= 24,074)

■ Primary ■ Secondary



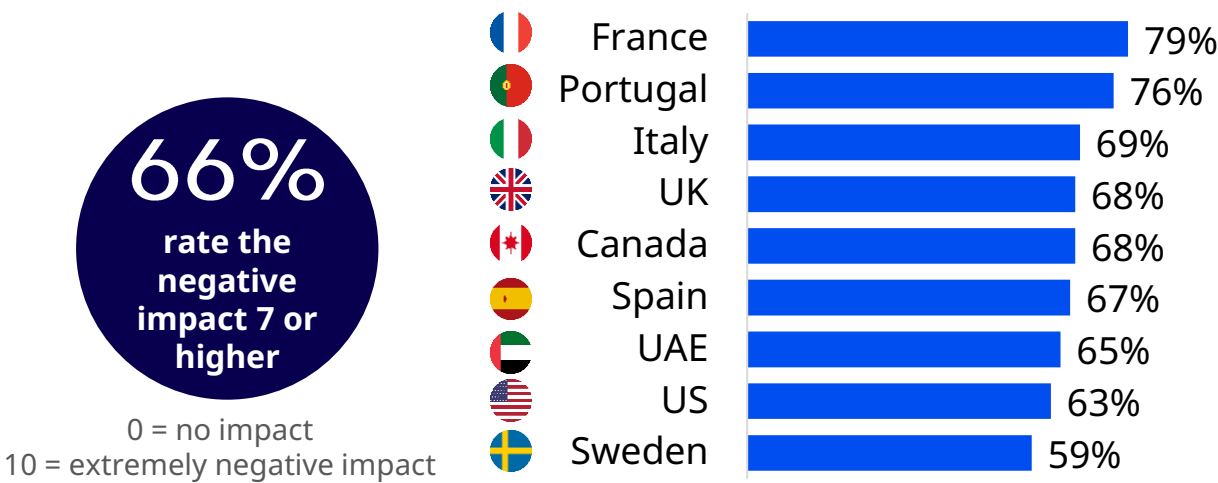
**Primary infertility** was defined as infertility occurring before a first pregnancy. Women experiencing infertility who did not meet this criterion were classified as having **secondary infertility**.

# Women experience a substantial toll, not routinely met with support

Experiencing infertility carries a heavy emotional toll, yet psychological support is offered inconsistently across countries.

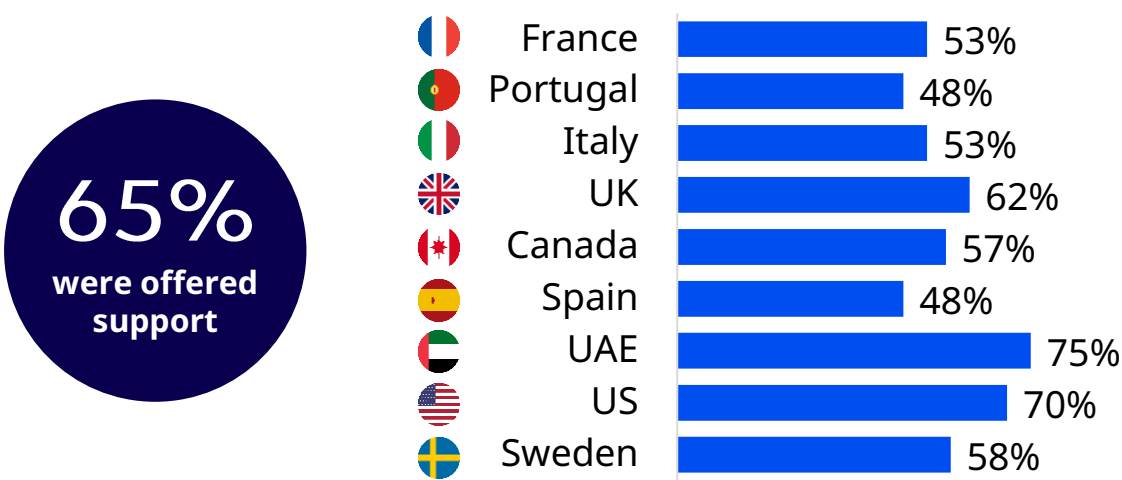
## Negative impact of fertility challenges

% who have experienced infertility and tried for 12 months (n= 2,842)



## Women who report psychological support was offered by the clinic

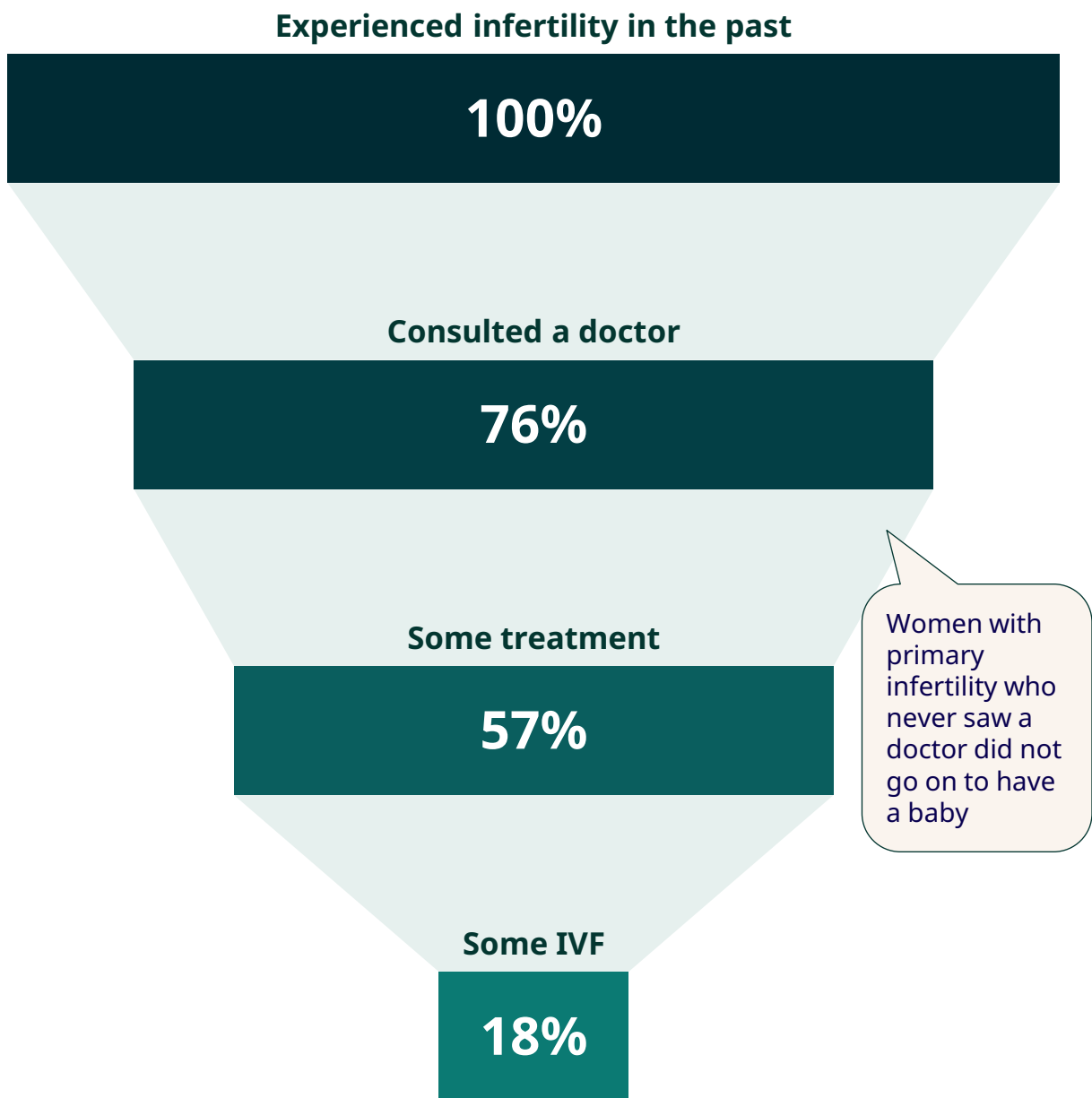
% who visited a specialist and received some treatment\* (n= 3,847)



\*Some treatment includes women who reported undergoing any type of fertility treatment, excluding those who only underwent fertility testing, those whose partner only had a testicular biopsy for vasectomy reversal, or those who reported only "Other" treatments.

# 76% of women with past infertility consult a doctor, but only 57% start any treatment

Only 18% of women who experienced infertility in the past underwent IVF



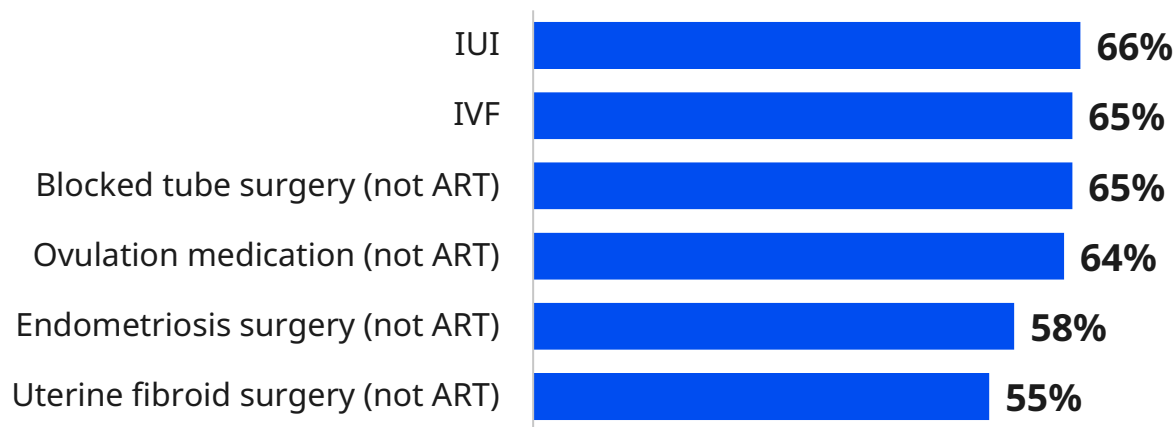
% of women who experienced infertility in the past

# 55–66% of women who start treatment achieve a successful pregnancy

Success rates are similar across treatment types. The larger loss comes earlier: 36% of women with primary infertility remain childless without reaching IVF, including 20% who never consulted or started treatment.

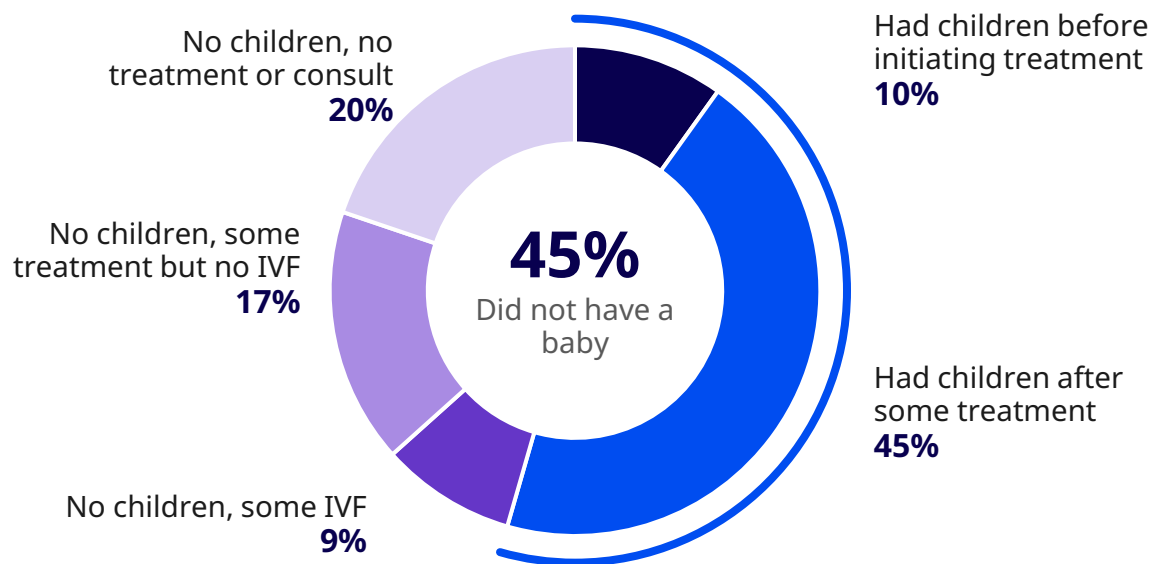
## % of women who had a baby after treatment

Women with primary infertility in the past who had some treatment (n=1,380)



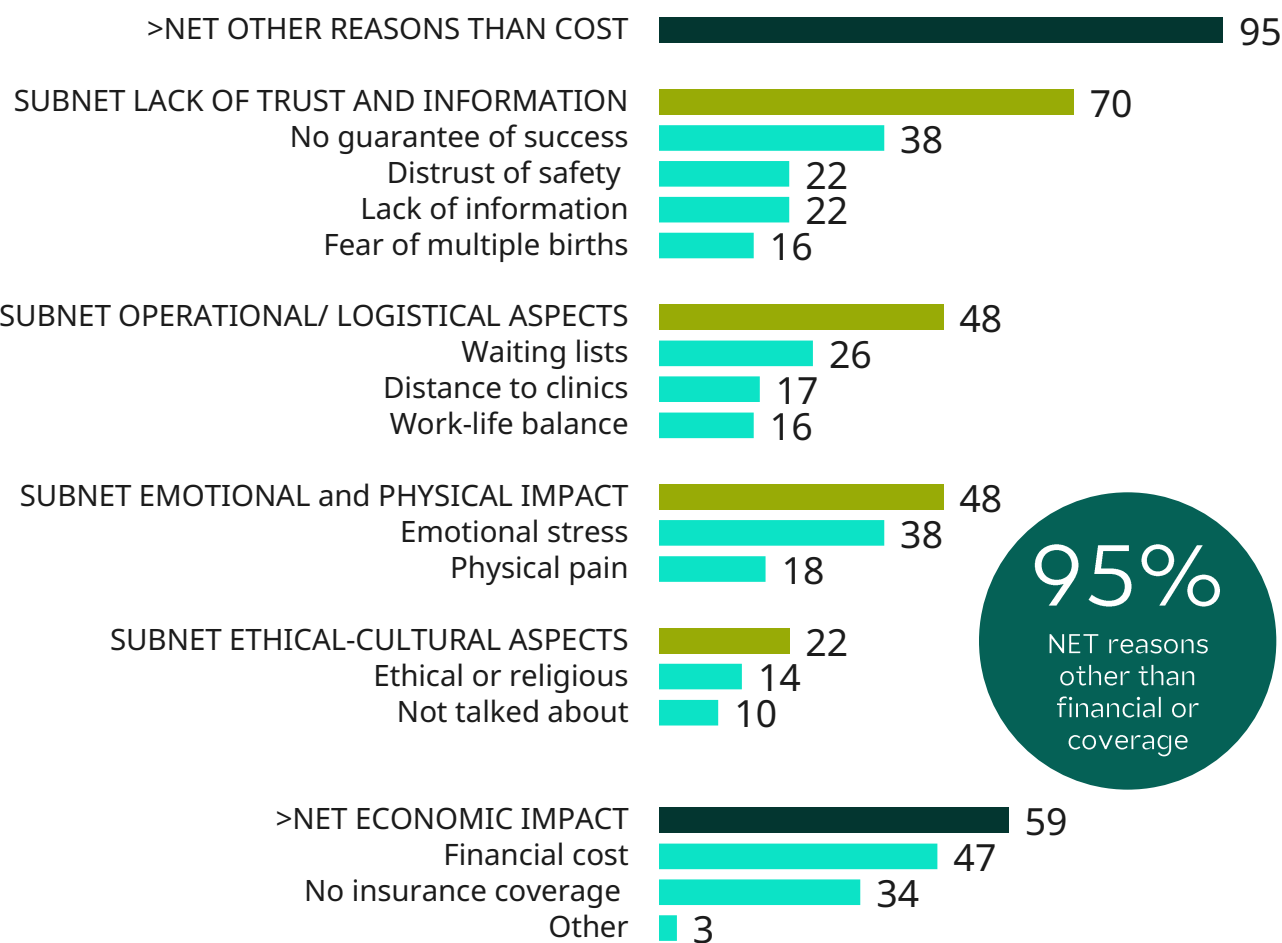
## % of women by treatment pathway and outcome

Women with primary infertility in the past (n=1,952)



# Navigating fertility treatment is as much about trust and information as it is about cost

**Women who have experienced infertility**  
(n= 4,590)



95%  
NET reasons  
other than  
financial or  
coverage

# Cost and trust in success consistently rank among the top barriers to treatment

For many women, the decision to pursue fertility treatment is complex. Affordability is a major concern, but lack of confidence in treatment success and emotional stress are equally important. Waiting lists are a particular barrier in Portugal and UK and lack of coverage in UAE, the US and Portugal. In practice, navigating fertility is as much about trust as it is cost.

## Perceived barriers to treatment

% women who have experienced infertility (n= 4,590)

|                          |  |  |  |  |  |  |  |  |  |
|--------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-----------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
|                          | FRA                                                                               | PRT                                                                               | UAE                                                                               | CAN                                                                               | SWE                                                                               | UK                                                                                  | US                                                                                  | ESP                                                                                 | ITA                                                                                 |
| NET: OTHER THAN COST     | 98                                                                                | 96                                                                                | 96                                                                                | 96                                                                                | 96                                                                                | 95                                                                                  | 95                                                                                  | 93                                                                                  | 93                                                                                  |
| TRUST AND INFORMATION    | 71                                                                                | 64                                                                                | 78                                                                                | 68                                                                                | 61                                                                                | 72                                                                                  | 71                                                                                  | 65                                                                                  | 57                                                                                  |
| No guarantee of success  | 39                                                                                | 39                                                                                | 48                                                                                | 39                                                                                | 42                                                                                | 46                                                                                  | 37                                                                                  | 39                                                                                  | 31                                                                                  |
| Distrust of safety       | 17                                                                                | 7                                                                                 | 31                                                                                | 19                                                                                | 13                                                                                | 19                                                                                  | 24                                                                                  | 20                                                                                  | 14                                                                                  |
| Lack of information      | 28                                                                                | 17                                                                                | 23                                                                                | 19                                                                                | 14                                                                                | 21                                                                                  | 22                                                                                  | 14                                                                                  | 21                                                                                  |
| Fear of multiple births  | 17                                                                                | 11                                                                                | 20                                                                                | 20                                                                                | 12                                                                                | 11                                                                                  | 16                                                                                  | 16                                                                                  | 11                                                                                  |
| OPERATIONAL / LOGISTICAL | 57                                                                                | 62                                                                                | 34                                                                                | 55                                                                                | 55                                                                                | 54                                                                                  | 44                                                                                  | 51                                                                                  | 52                                                                                  |
| Waiting lists            | 32                                                                                | 42                                                                                | 11                                                                                | 32                                                                                | 34                                                                                | 36                                                                                  | 22                                                                                  | 31                                                                                  | 30                                                                                  |
| Distance to clinics      | 21                                                                                | 23                                                                                | 13                                                                                | 19                                                                                | 14                                                                                | 15                                                                                  | 16                                                                                  | 13                                                                                  | 19                                                                                  |
| Work-life balance        | 22                                                                                | 11                                                                                | 18                                                                                | 16                                                                                | 15                                                                                | 16                                                                                  | 15                                                                                  | 16                                                                                  | 15                                                                                  |
| EMOTIONAL AND PHYSICAL   | 57                                                                                | 61                                                                                | 57                                                                                | 42                                                                                | 51                                                                                | 56                                                                                  | 45                                                                                  | 52                                                                                  | 45                                                                                  |
| Emotional stress         | 45                                                                                | 52                                                                                | 43                                                                                | 32                                                                                | 39                                                                                | 47                                                                                  | 34                                                                                  | 42                                                                                  | 37                                                                                  |
| Physical pain            | 20                                                                                | 16                                                                                | 27                                                                                | 16                                                                                | 22                                                                                | 19                                                                                  | 17                                                                                  | 18                                                                                  | 12                                                                                  |
| ETHICAL-CULTURAL         | 15                                                                                | 11                                                                                | 36                                                                                | 20                                                                                | 13                                                                                | 18                                                                                  | 25                                                                                  | 9                                                                                   | 18                                                                                  |
| Ethical or religious     | 11                                                                                | 4                                                                                 | 23                                                                                | 13                                                                                | 8                                                                                 | 11                                                                                  | 16                                                                                  | 6                                                                                   | 11                                                                                  |
| Not talked about         | 6                                                                                 | 8                                                                                 | 20                                                                                | 8                                                                                 | 6                                                                                 | 8                                                                                   | 11                                                                                  | 4                                                                                   | 8                                                                                   |
| NET: ECONOMIC IMPACT     | 41                                                                                | 69                                                                                | 68                                                                                | 56                                                                                | 56                                                                                | 64                                                                                  | 60                                                                                  | 69                                                                                  | 54                                                                                  |
| Financial cost           | 30                                                                                | 61                                                                                | 52                                                                                | 44                                                                                | 48                                                                                | 56                                                                                  | 46                                                                                  | 60                                                                                  | 43                                                                                  |
| No insurance coverage    | 18                                                                                | 39                                                                                | 41                                                                                | 32                                                                                | 20                                                                                | 25                                                                                  | 39                                                                                  | 33                                                                                  | 26                                                                                  |

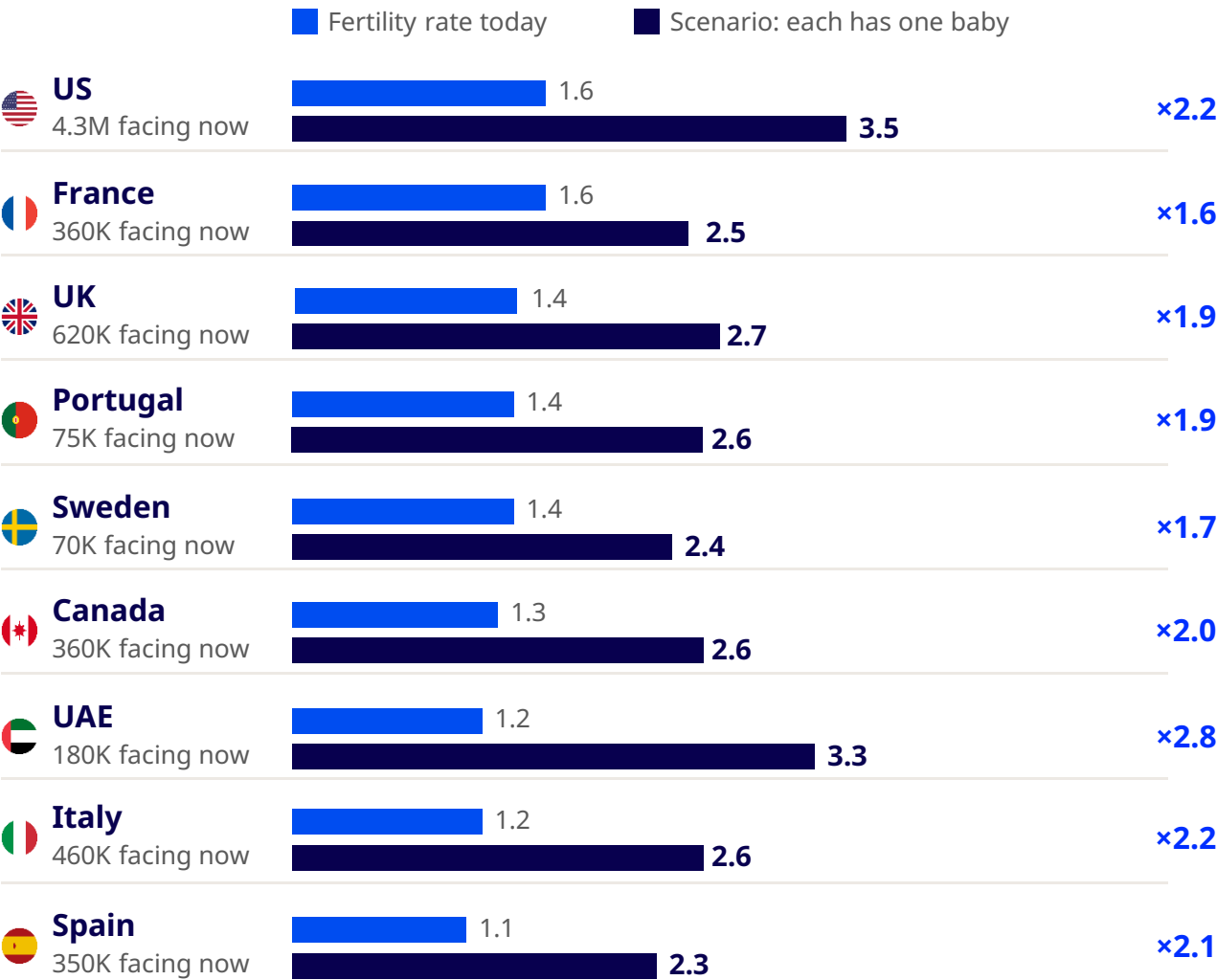
# Improving access to fertility care may help address the declining birth rate

Providing support to those experiencing infertility now could have a significant impact on fertility rates.

## ALL NINE COUNTRIES

6.9M women are facing infertility right now

### Children per woman today vs illustrative scenario



Sources: national statistics offices (ONS, INE, ISTAT, INSEE, SCB, Statistics Canada, MoHAP/FCSC) and UN DESA, World Population Prospects 2024. Calculation: fertility rate × (annual births + women facing infertility now) ÷ annual births. Illustrative scenario assuming one live birth per affected woman in a single year — not a projection of ART uptake, success or demographics.



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