

IVI Institute

Fertility Barometer Italy

EXECUTIVE SUMMARY **OCTOBER 2026**

Research conducted by GfK, a NielsenIQ company

Published by IVI Institute in partnership with IVI Fertility and Genera



Methodology and objectives

STUDY POPULATION

Women aged 19–49 years old
Italy (~10.3M)

SAMPLE SIZE

4,000 interviews

SURVEY DATES

June 11 – July 2, 2026

SELECTION CRITERIA

Nationally representative
sample, with quotas on age,
region and education

METHODOLOGY

Online interviews (Computer
Assisted Web Interviews)

MARGIN OF ERROR

±1.55 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 was conducted by GfK, a NielsenIQ company, in collaboration with the member brands of IVI Institute and spans nine countries. It examines how people think about fertility, parenthood and family formation, and the barriers that shape reproductive decisions today. Participating brands: IVI Fertility, Everleap Fertility, ART Fertility, Genera Fertility, Create Fertility, LIVIO Fertility, and TRIO Fertility.

This report sets out findings for Italy 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

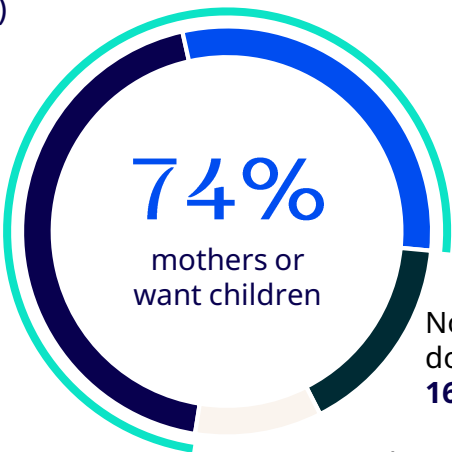
Motherhood remains a strong aspiration

The findings from the IVI Institute Fertility Barometer for Italy show that the desire for motherhood remains strong, 74% of women 19–49 years old already mothers or want children. For most Italian women, becoming a mother continues to be an important life goal, and nearly 4 out of 10 describe it as one of their highest personal priorities.

Current motherhood status

% of women (n= 4,000)

Mothers
44%



Non-mothers who
want children
30%

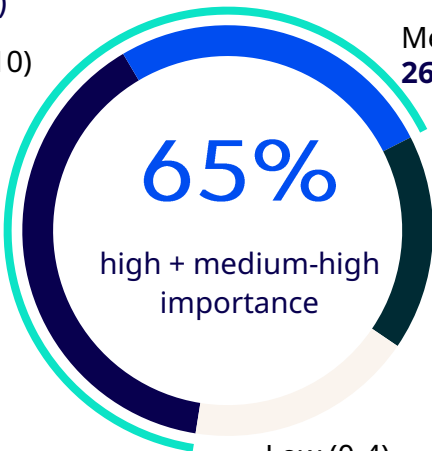
Non-mothers who
do not want children
16%

Non-mothers unsure
10%

Importance of becoming a mother

% of women (n= 4,000)

High (9-10)
39%



Medium-high (7-8)
26%

Medium-low (5-6)
17%

Low (0-4)
18%

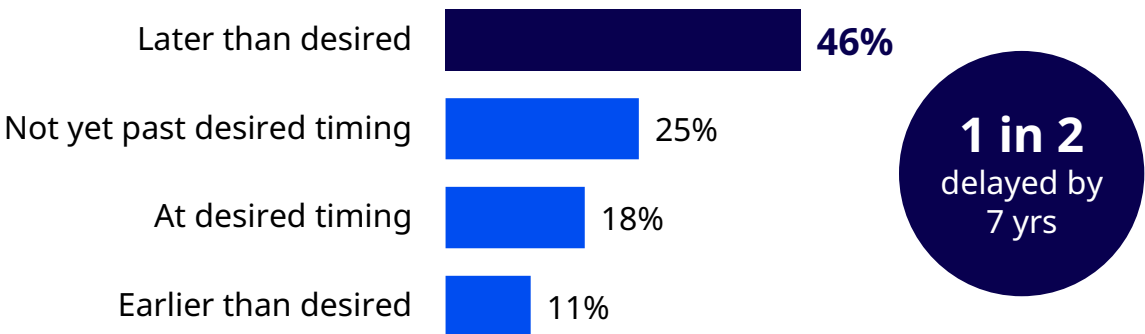
Women are having children later—and fewer than they intended

The findings reveal a gap between women’s aspirations for motherhood and their experience. Women report an ideal age of 26 for having their first child, but many become mothers later than they intended. Nearly half of all mothers in Italy report having children later than they originally planned.

Mothers ideally want 2.4 children but have 1.7 on average. Also suggesting a gap between women’s fertility intentions and their actual family size—not simply a declining desire for children.

Timing of first child

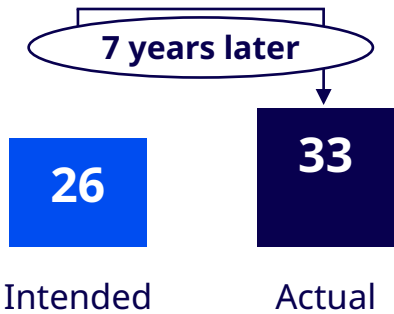
% of women who have target age(n= 2,265)



Intended vs. actual

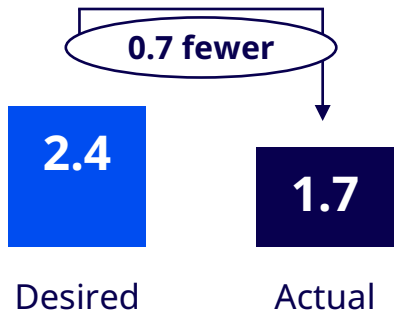
Age at first child

Later-than-desired group



Children per mother

Mothers



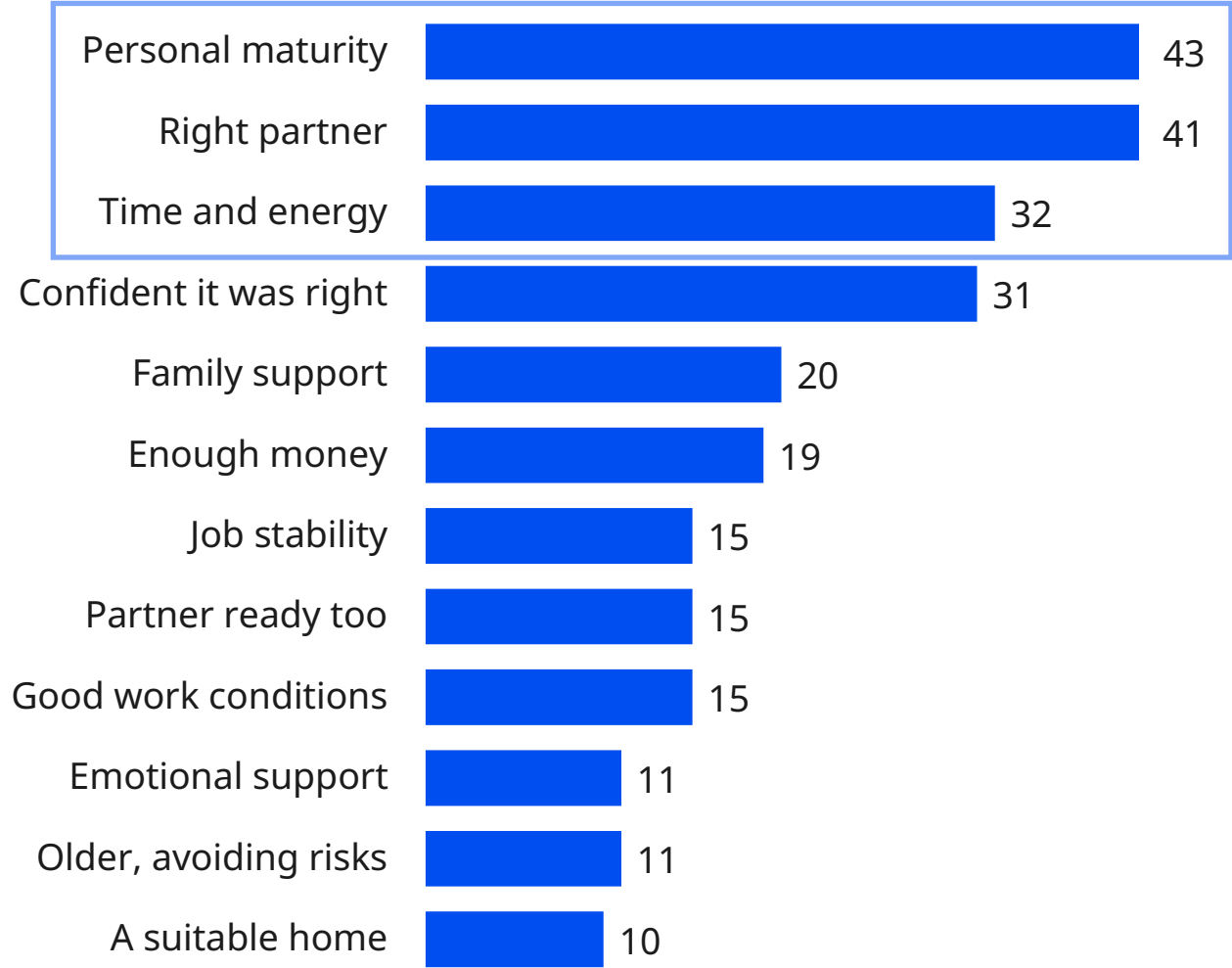
[Q] At what age would you like to or would you have liked to have gotten pregnant for the first time?
[Q] At what age did you get pregnant?
[Q] How many children would you like to have in total, including those you already have?

Women are delaying motherhood because of life circumstances

Delayed motherhood is a consequence of personal challenges rather than a lack of desire for children.

What made it the right time

already mothers or pregnant (n= 1,833)

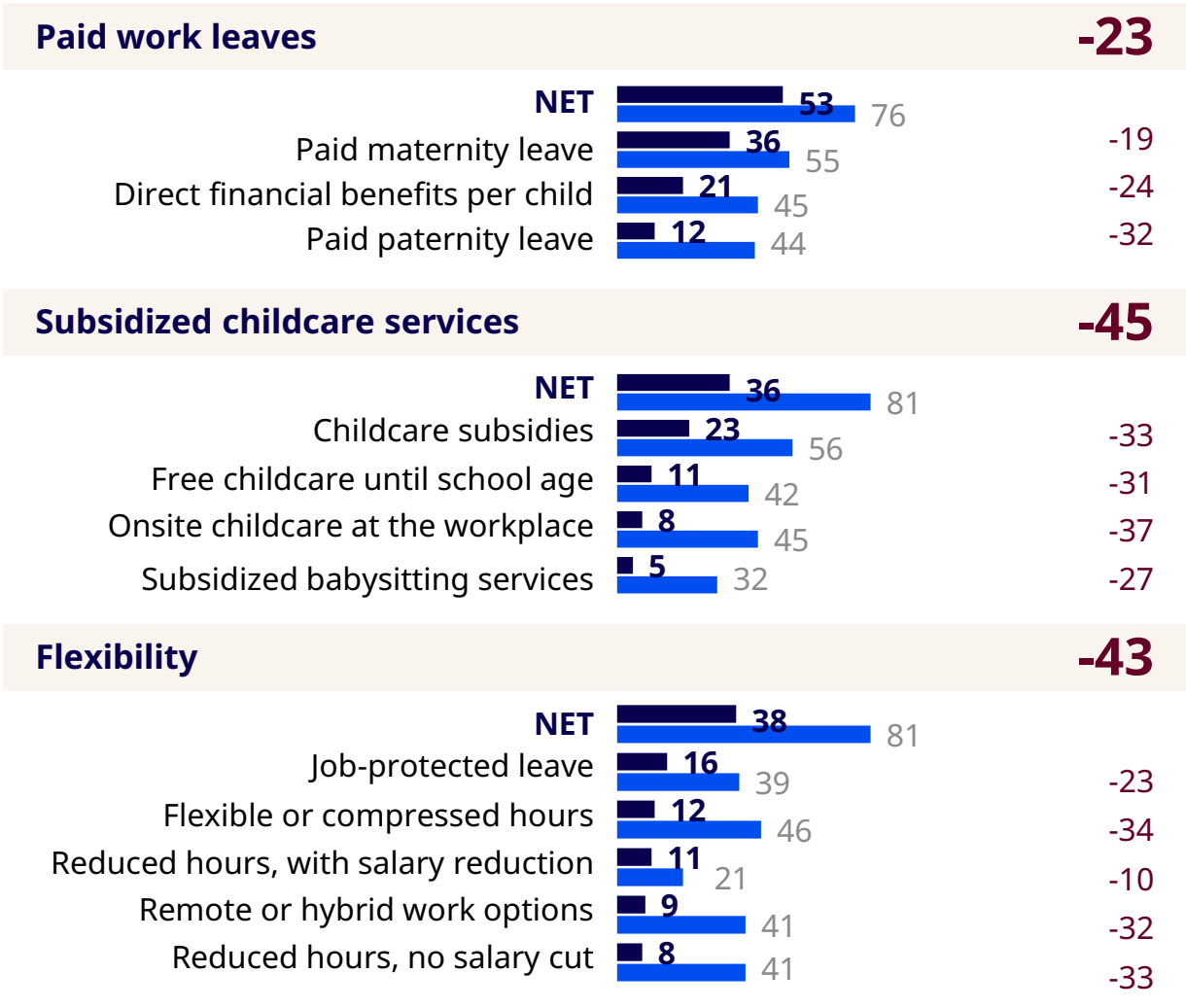


Demand for childcare and flexibility far exceeds access

The findings reveal a substantial gap between the family benefits mothers want and those they can access. While paid leave benefits are relatively well established, childcare support and flexible work arrangements remain significantly underprovided.

Access vs. desire for family benefits

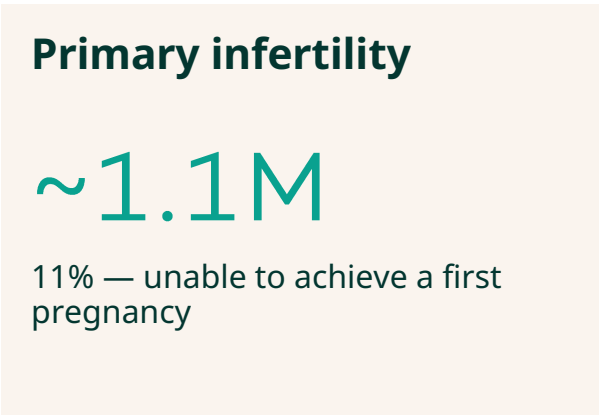
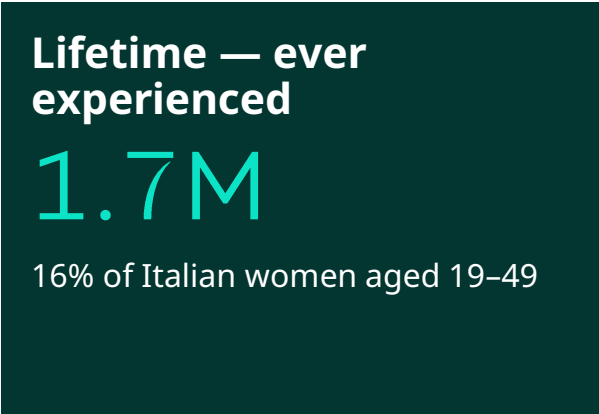
% of mothers (n= 1,777)



Gap shown at right, in percentage points ■ Accessed ■ Desired

1.7 million women in Italy have experienced infertility

The study shows that experiencing infertility is far more common than many people assume. About one in six Italian women aged 19–49 report having experienced infertility, equivalent to about 1.7 million women. Making infertility a significant reproductive health issue in Italy.



Women experience a substantial toll, not routinely met with support

Experiencing infertility can have a substantial negative impact: 69% of women who have experienced it rate the impact as highly negative (7 out of 10 or higher). Yet support does not consistently match that burden—only 53% of those who consulted a doctor or health professional were offered psychological support.

Impact of fertility challenges

% who tried to conceive for 12 months without success (n= 457)
0 = has not impacted me at all • 10 = has impacted me extremely negatively



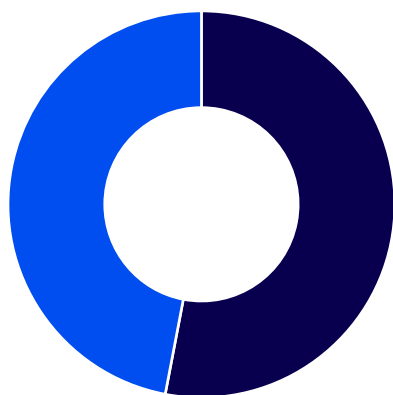
69%

rate the impact of fertility challenges at 7 or higher out of 10

Low (0-4) 7% Med-low (5-6) 24%
Med-high (7-8) 33% High (9-10) 36%

Psychological support offered by the clinic

% who visited a specialist and received some treatment (not only tests) (n= 540)



53%

were offered psychological support by the clinic during fertility treatment

Offered 53% Not offered 47%

78% of women with past infertility consult a doctor, but only 53% start any treatment

Only 14% of women who experienced infertility in the past underwent IVF

**Experienced infertility
in the past**

~1.2M

Reference population (100%)

Women with primary infertility who never saw a doctor did not go on to have a baby

Consulted a doctor

~960k

78% of women with past infertility

In care

~650k

53% of women with past infertility

Some IVF

~170k

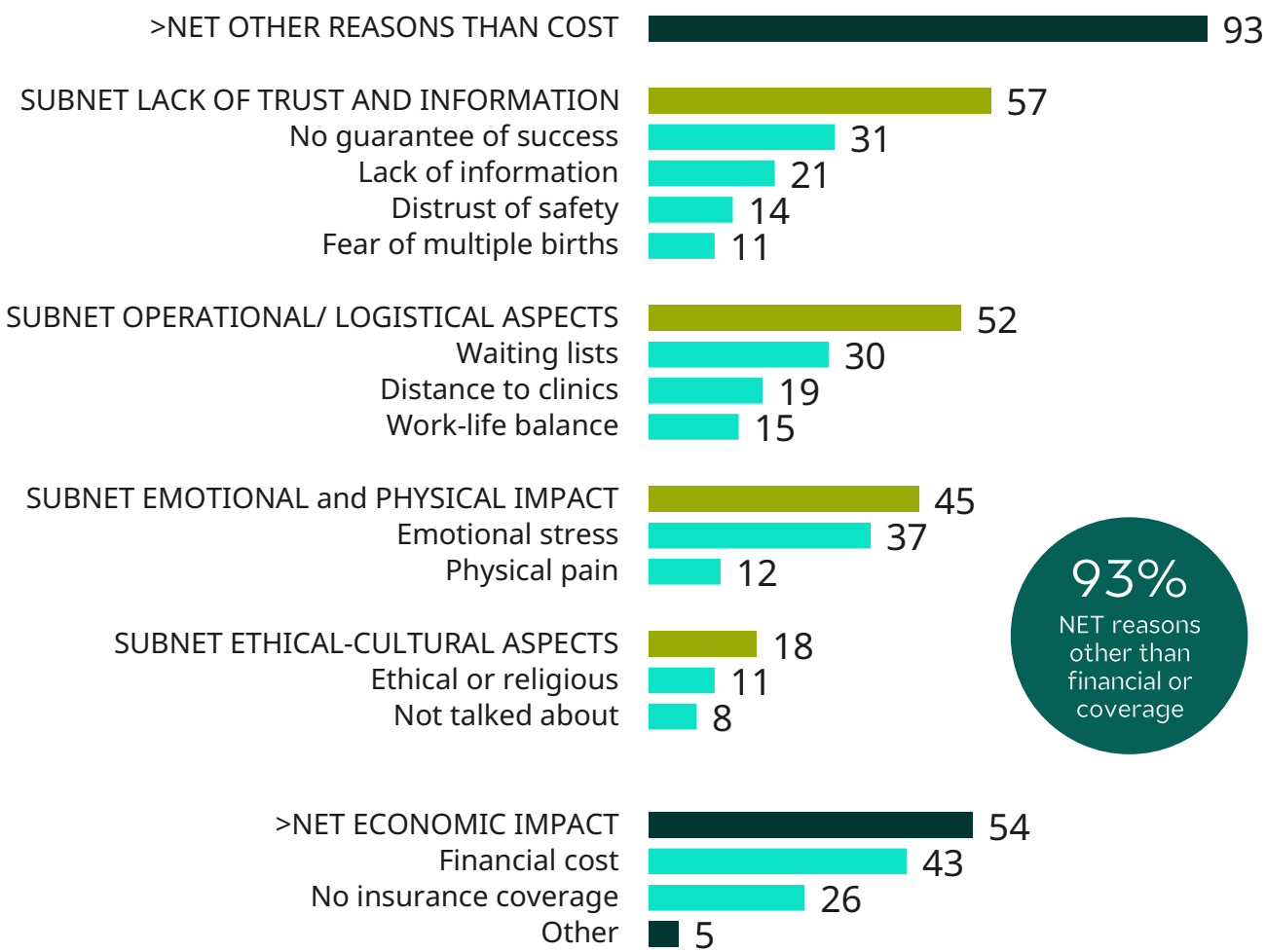
14% of women with past infertility

Fertility treatment: trust and information matter as much as cost

For many women, the decision to pursue fertility treatment is complex. While 54% cite cost as a barrier, an even larger share—93%—point to other reasons, from lack of trust and information to logistical and emotional challenges.

Perceived barriers to treatment

% women who have experienced infertility (n= 657)

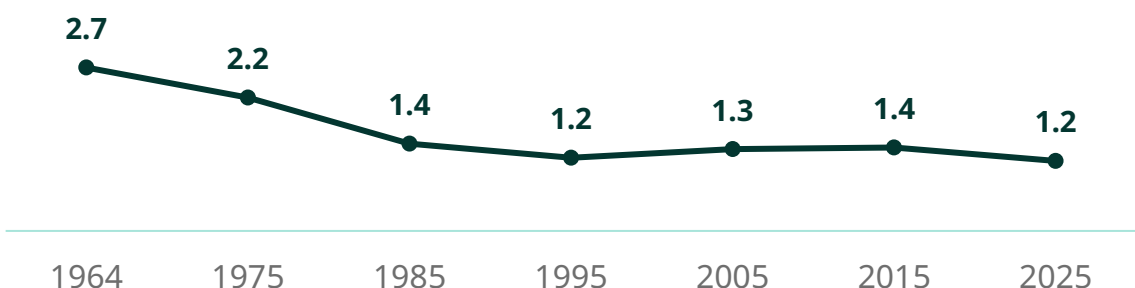


93%
NET reasons
other than
financial or
coverage

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

Infertility is more than a personal issue. The Italian fertility rate has been declining, and rising rates of infertility have contributed to this problem. Reducing barriers to fertility care has potential implications for both health care and public policy.

Children per woman in Italy, 1964–2024



460,000

women in Italy are experiencing infertility right now
4.5% of women aged 19–49

Children per woman — today vs if all women experiencing infertility now had a baby

