

IVI Institute

Fertility Barometer Sweden

EXECUTIVE SUMMARY **OCTOBER 2026**

Research conducted by GfK, a NielsenIQ company

Published by IVI Institute in partnership with LIVIO

Methodology and objectives

STUDY POPULATION

Women aged 19–49 years
Sweden (~2.0M)

SAMPLE SIZE

1,005 interviews

SURVEY DATES

June 11 – July 2, 2026

SELECTION CRITERIA

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

METHODOLOGY

Online interviews (Computer
Assisted Web Interviews)

MARGIN OF ERROR

±3.09 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, Create Fertility, LIVIO, and TRIO Clinics.

This report sets out findings for Sweden 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+

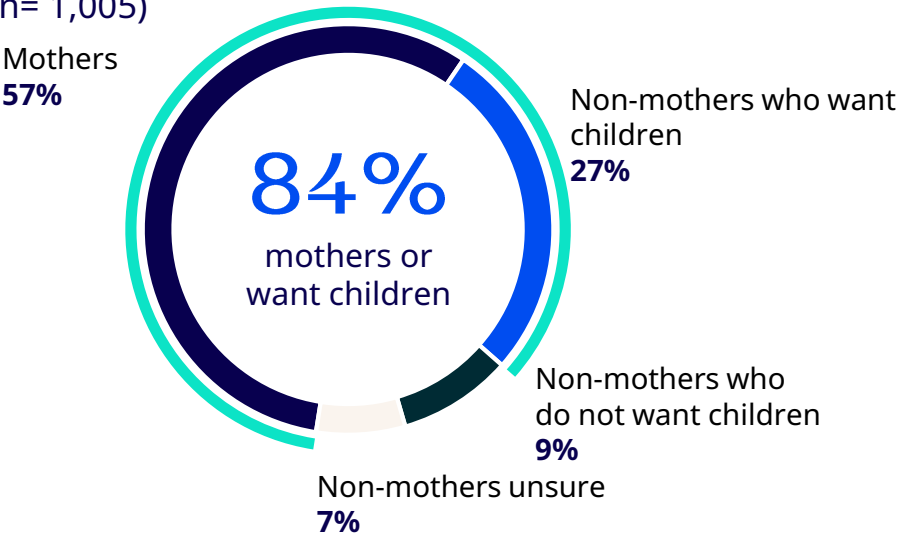
babies born every day

Motherhood remains a strong aspiration

The findings from the IVI Institute Fertility Barometer for Sweden show that the desire for motherhood remains strong, 84% of women 19–49 years old are already mothers or want children. For most Swedish women, becoming a mother continues to be an important life goal, and nearly half describe it as one of their highest personal priorities.

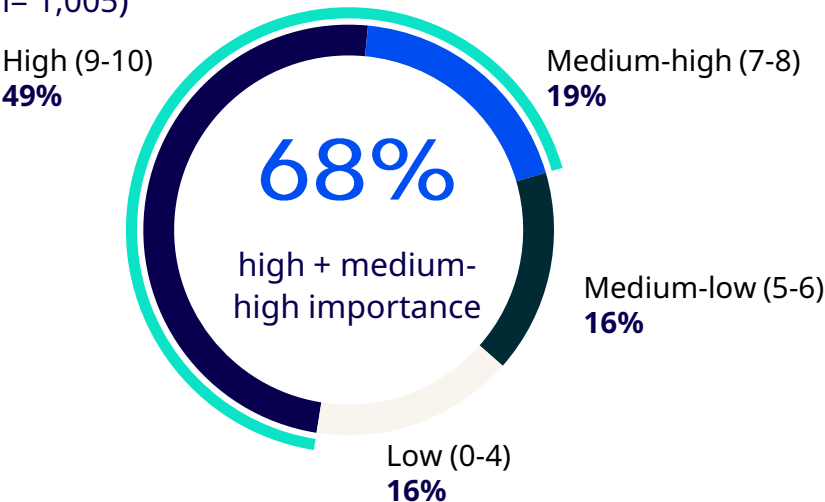
Current motherhood status

% of women (n= 1,005)



Importance of becoming a mother

% of women (n= 1,005)



[Q] Thinking about the future, would you like to have more children?
[Q] Thinking about the future, would you like to have children?
[Q] How important is becoming a mother to you?
Components may not sum exactly due to rounding

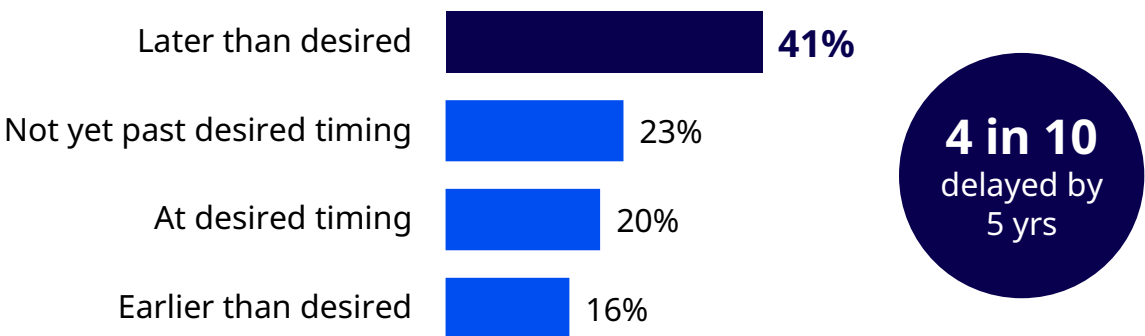
Women are having children later—and fewer than they intended

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. 4 in 10 of all mothers in Sweden report having children later than they originally planned.

Mothers ideally want 2.9 children but have 2.1 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

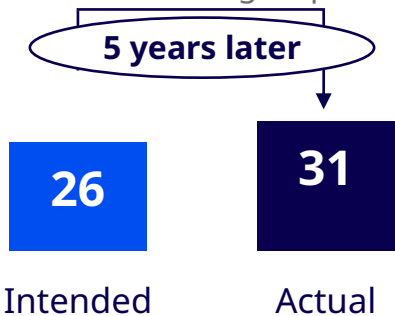
% of women who have target age (n=717)



Intended vs. actual

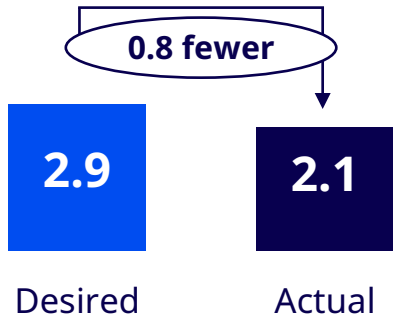
Age at first child

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?

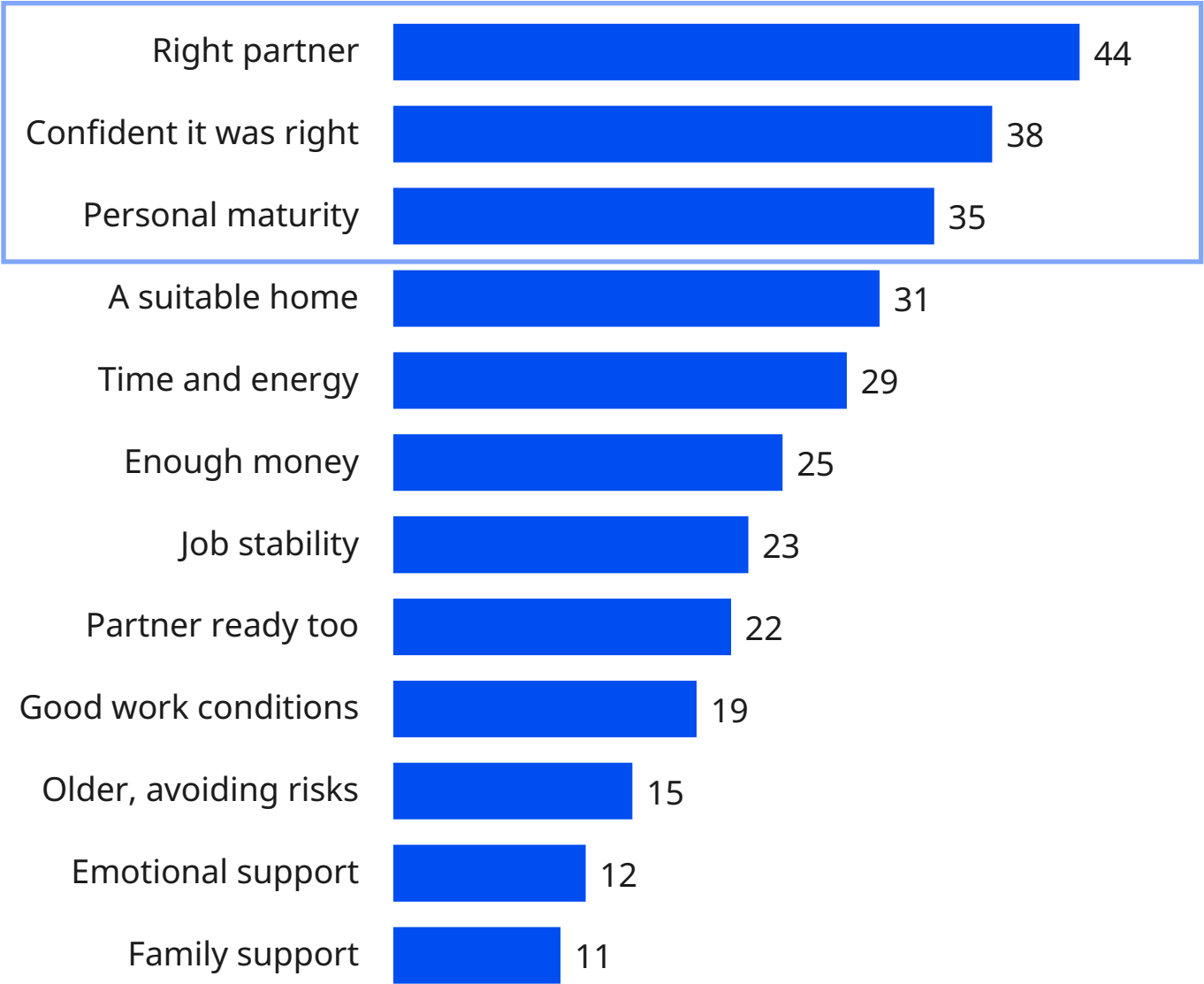
[Q] At what age did you get pregnant?

[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 feeling ready rather than a lack of desire for children.

What made it the right time already mothers or pregnant (n=590)

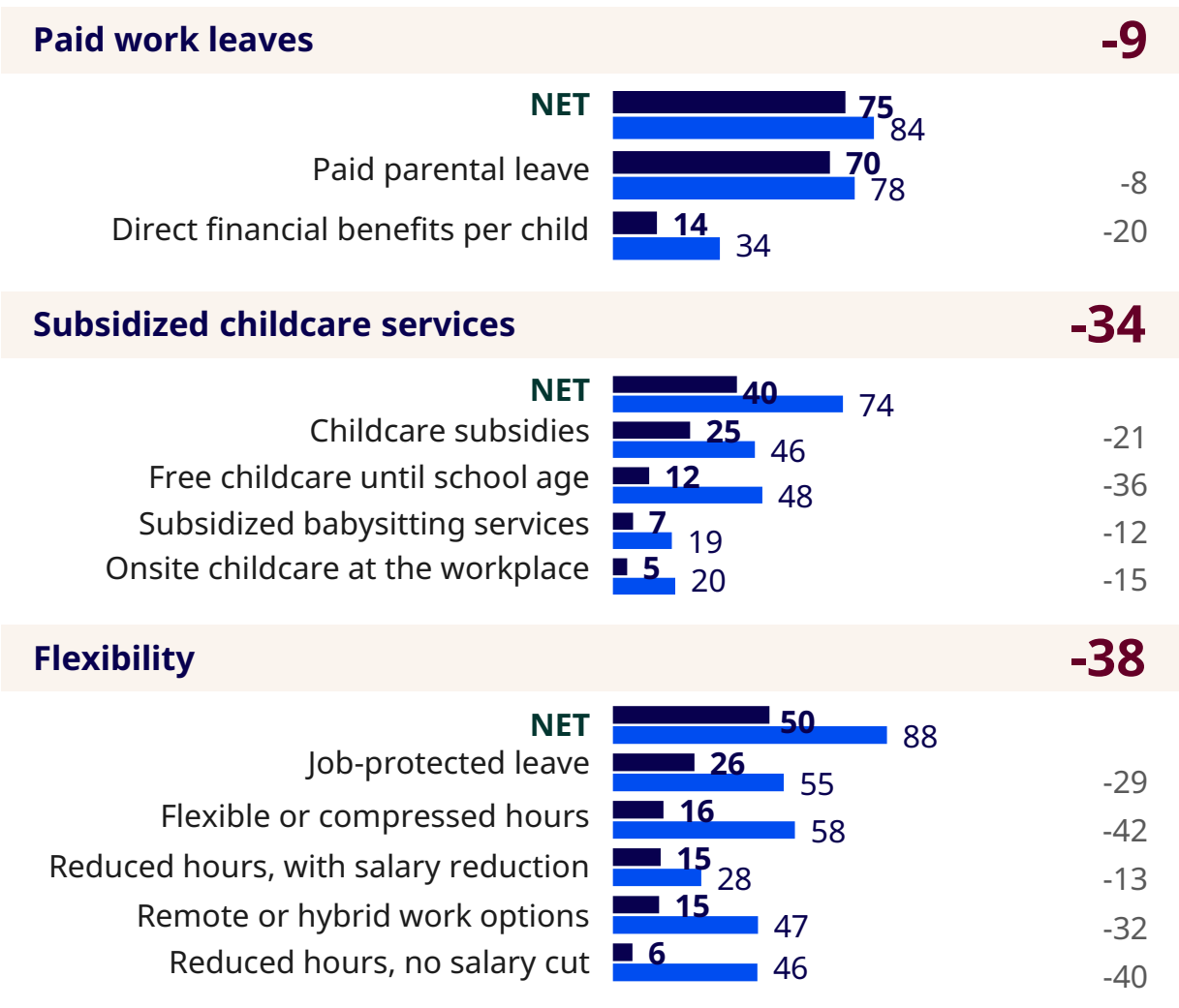


Leave is largely solved in Sweden, flexibility and childcare are not

The findings reveal a clear gap between the family benefits Swedish mothers value and the support they actually receive. While paid parental leave is well established and shows the smallest gap between demand and access, flexible work arrangements and childcare support remain considerably underprovided. In particular, flexible working options show the largest shortfall.

Access vs. desire for family benefits

% of mothers (n= 570)



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

400k women in Sweden have experienced infertility

The study shows that experiencing infertility is far more common than many people assume. Nearly one in five Swedish women aged 19-49 report having experienced infertility at some point in their lives – about 400k women – making infertility a significant reproductive health issue in Sweden.

Lifetime — ever experienced

400k

19% of Swedish women aged 19–49

Last 12 months — experiencing now

70k

3% of Swedish women aged 19–49

Primary infertility

~210k

10% — unable to achieve a first pregnancy

Primary infertility — experiencing now

~40k

~2% — trying now without success, no previous pregnancy

Secondary infertility

~190k

9% — unable to achieve another pregnancy

Secondary infertility — experiencing now

~30k

~1% — trying now without success after a previous pregnancy

Women experience a substantial toll, not routinely met with support

Experiencing infertility can have a substantial negative impact: 59% 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 58% 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= 133)
0 = has not impacted me at all • 10 = has impacted me extremely negatively



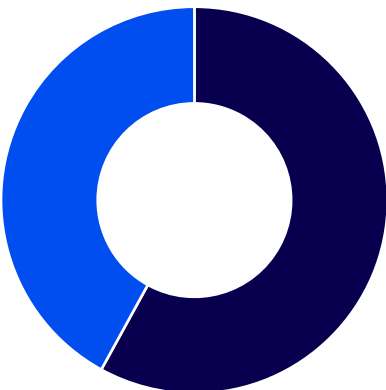
59%

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

Low (0-4) 15% Med-low (5-6) 26%
Med-high (7-8) 23% High (9-10) 36%

Psychological support offered by the clinic

% who visited a specialist and received some treatment (not only test) (n= 127)



58%

were offered psychological support by the clinic during fertility treatment

Offered 58% Not offered 42%

71% of women with past infertility consult a doctor, but only 48% start any treatment

Only 21% of women who experienced infertility in the past underwent IVF

**Experienced infertility
in the past**

~330k

Reference population (100%)

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

Consulted a doctor

~230k

71% of women with past infertility

In care

~160k

48% of women with past infertility

Some IVF

~70k

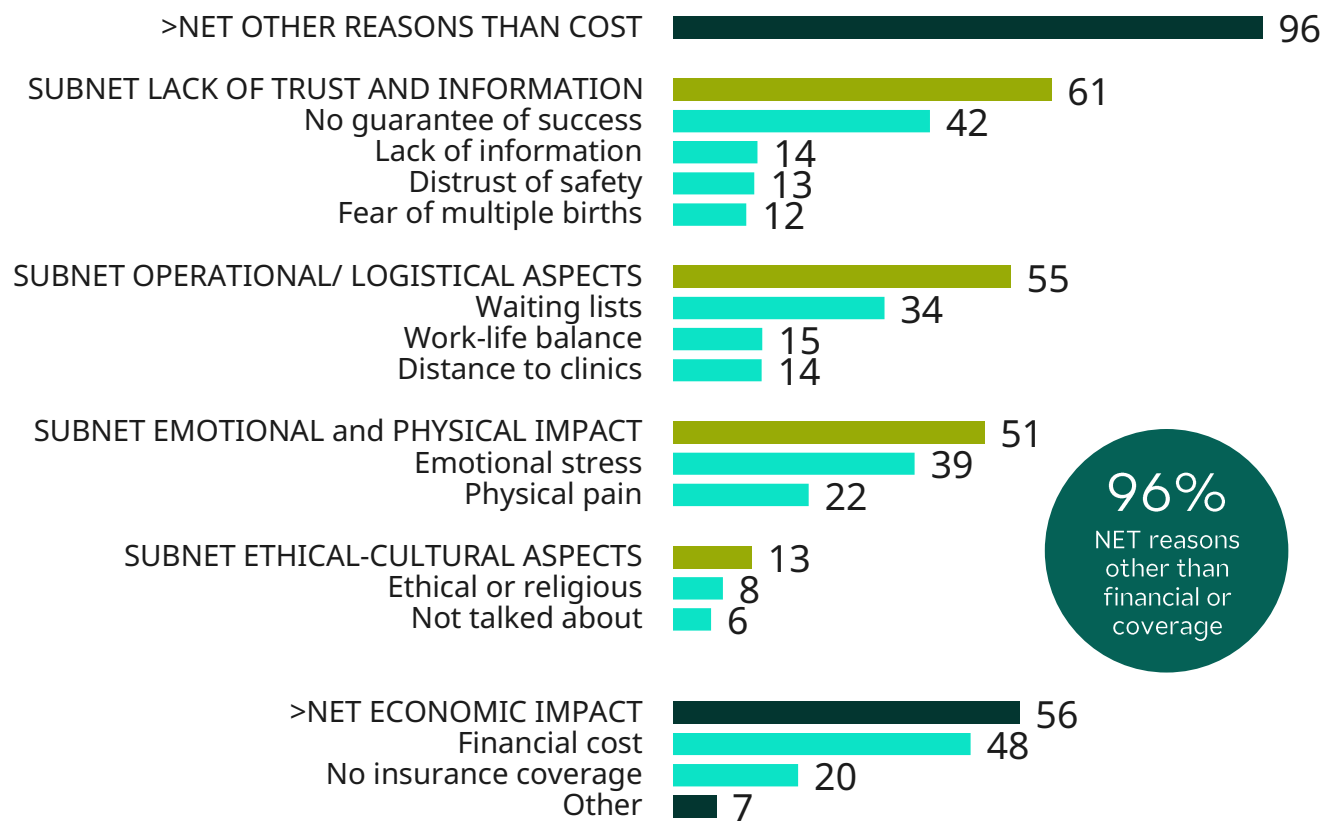
21% of women with past infertility

Fertility treatment: trust and information matter as much as cost

For many women, the decision to pursue fertility treatment is complex. While 56% cite cost as a barrier, an even larger share—96%—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= 196)

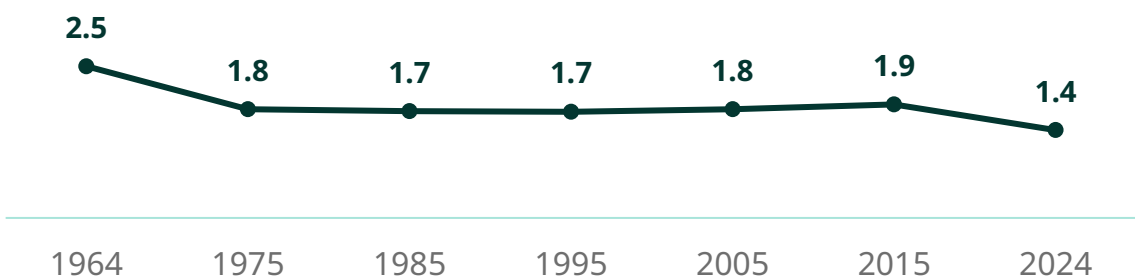


96%
NET reasons
other than
financial or
coverage

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

Infertility is more than a personal issue. The Swedish fertility rate has been declining. Reducing barriers to fertility care could support women who want children and could have implications for both health care and public policy.

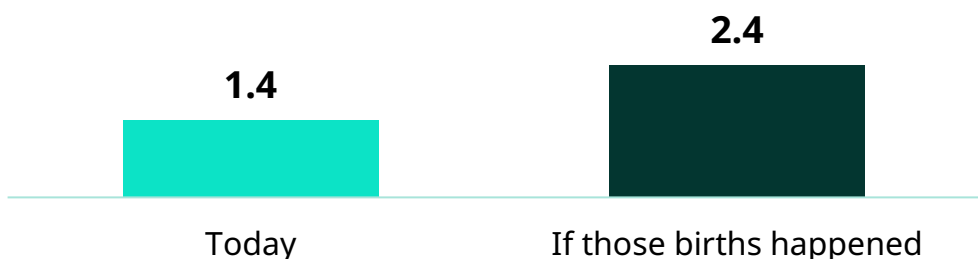
Children per woman in Sweden, 1964–2024



70,000

women in Sweden are experiencing infertility right now
3% of women aged 19–49

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



LIVIO

