

# Global Bipolar Disorder Treatment Market - 2025-2033

<https://marketpublishers.com/r/GA4DB207D34FEN.html>

Date: May 2025

Pages: 198

Price: US\$ 4,350.00 (Single User License)

ID: GA4DB207D34FEN

## Abstracts

### Overview

The global bipolar disorder treatment market size reached US\$ 5.80 billion in 2024 and is expected to reach US\$ 9.75 billion by 2033, growing at a CAGR of 6.0% during the forecast period 2025-2033.

Bipolar disorder is a mental health condition characterized by extreme mood swings, ranging from manic or hypomanic episodes to depressive episodes. These mood swings can significantly impact an individual's daily life and overall functioning. There are different types of bipolar disorder, including Bipolar I and Bipolar II, which are distinguished by the severity and duration of manic and depressive episodes.

Treatment for bipolar disorder typically involves a combination of medication and psychotherapy. Mood stabilizers, such as lithium, are commonly used to manage manic episodes, while antidepressants or antipsychotic drugs are often prescribed to address depressive symptoms. Cognitive behavioral therapy (CBT) and other forms of psychotherapy can also play an important role in helping individuals manage their symptoms, develop coping strategies, and improve emotional regulation.

### Market Dynamics: Drivers & Restraints

#### Increased Research and Development (R&D)

Increased research and development (R&D) in the bipolar disorder treatment market is expected to drive significant progress in the development of more effective and targeted therapies. As scientists gain a deeper understanding of the complex genetic, biological, and environmental factors contributing to bipolar disorder, new treatment strategies are emerging. These advancements aim to target the underlying causes of the disorder

more precisely, which could lead to medications that offer better symptom control with fewer side effects.

R&D is also crucial in the shift towards personalized medicine, where treatments are tailored to a patient's specific genetic profile and how they respond to certain therapies. The bipolar disorder treatment landscape is experiencing a surge in research and development, as evidenced by recent clinical trial advancements from leading biopharmaceutical companies. For instance, on September 16, 2024, Autobahn Therapeutics announced the initiation of AMPLIFY, a Phase 2 clinical trial evaluating ABX-002 as an adjunctive treatment for adults with major depressive disorder (MDD). ABX-002, a thyroid hormone beta receptor (TR $\beta$ ) selective agonist, is designed to improve CNS efficacy and safety, representing a novel mechanism of action in the broader neuropsychiatric space.

Similarly, on November 12, 2024, BioXcel Therapeutics reported significant progress in its pivotal Phase 3 trials for BXCL501, a sublingual film being developed for the acute treatment of agitation in patients with bipolar disorders, schizophrenia (SERENITY At-Home), and Alzheimer's dementia (TRANQUILITY In-Care). BXCL501 stands out as there are currently no FDA-approved acute therapies specifically targeting these conditions, highlighting this segment's unmet need and commercial potential.

These developments reflect a broader industry trend toward precision neurotherapeutics and underscore how innovative pipeline therapies and AI-driven drug development are fueling the expansion of the bipolar disorder therapeutics market. As R&D investment continues to rise, more targeted and effective treatments are expected to reach the market, improving outcomes for patients living with mood and cognitive disorders.

### Side Effects of Medications

The side effects associated with medications used to treat bipolar disorder pose a significant challenge to the growth of the treatment market. Many of the commonly prescribed drugs, including mood stabilizers, antipsychotics, and antidepressants, come with a range of side effects such as weight gain, drowsiness, cognitive impairment, and metabolic disturbances like diabetes or cardiovascular issues. These adverse effects can severely impact the quality of life for patients, often leading to reduced treatment adherence or even abandonment of therapy.

### Segment Analysis

The global bipolar disorder treatment market is segmented based on disorder type, treatment, and region.

#### Treatment:

The mood stabilizers segment is expected to dominate the bipolar disorder treatment market with the highest market share

The mood stabilizers segment is expected to dominate the bipolar disorder treatment market due to their crucial role in managing the primary symptoms of the disorder, particularly in stabilizing extreme mood swings. Mood stabilizers, such as lithium, valproate, and lamotrigine, are often considered the cornerstone of bipolar disorder treatment because they effectively control both manic and depressive episodes, preventing frequent relapses. Their ability to maintain mood stability over time is essential in reducing the severity and frequency of mood fluctuations, making them a first-line treatment choice for many patients.

As the most established class of medications for bipolar disorder, mood stabilizers are widely prescribed and have a long track record of efficacy. Despite the emergence of newer treatments, the proven effectiveness and ability to provide long-term symptom control make mood stabilizers an essential part of treatment regimens.

Additionally, ongoing research and development in the mood stabilizer category aim to enhance their effectiveness and minimize side effects, further solidifying their dominant position in the market. For instance, in April 2024, Vanda Pharmaceuticals Inc. (Vanda) announced that the U.S. Food and Drug Administration (FDA) had approved Fanapt (iloperidone) tablets for the acute treatment of manic or mixed episodes associated with bipolar I disorder in adults.

Thus, the mood stabilizers segment is expected to continue leading the bipolar disorder treatment market, driven by their central role in managing the core symptoms of the disorder and their widespread use in clinical practice.

#### Geographical Analysis

North America is expected to hold a significant position in the global bipolar disorder treatment market with the highest market share

North America is expected to maintain a significant position in the global bipolar disorder treatment market, holding the highest market share, due to several important factors. A large number of individuals suffer from bipolar disorder in the region. For instance, according to the report by Mental Health America, an estimated 2.5% of U.S. adults experience bipolar disorder at some time in their lives. The region has a large number of leading pharmaceutical companies and research institutions that are driving innovation in the development of new and more effective treatments for bipolar disorder.

Ongoing research and the introduction of novel therapies, including mood stabilizers, antipsychotics, and antidepressants, continue to improve patient outcomes and address the challenges of side effects, contributing to the growth of the market. For instance, in February 2025, Teva Pharmaceuticals and Medincell announced FDA acceptance of a supplemental New Drug Application for UZEDY, an extended-release injectable for the maintenance treatment of bipolar I disorder in adults—a milestone reflecting the region's leadership in bringing novel treatment options to market.

Additionally, there is an increasing focus on mental health awareness across North America, leading to more people seeking diagnosis and treatment for bipolar disorder. This shift, combined with the presence of specialized treatment centers and mental health professionals, ensures that patients have access to comprehensive care. As awareness of mental health issues continues to rise and new treatment options emerge, North America is expected to maintain its dominant position in the bipolar disorder treatment market, driving continued growth and adoption of innovative therapies.

### Competitive Landscape

Top companies in the bipolar disorder treatment market include AstraZeneca, AbbVie Inc., Otsuka Pharmaceutical Co., Ltd., Eli Lilly and Company, Intra?Cellular Therapies, Inc. (Johnson & Johnson Services, Inc.), Sanofi, Sun Pharmaceutical Industries Ltd., GSK plc, Novartis AG, Pfizer Inc., among others.

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The global bipolar disorder treatment market report delivers a detailed analysis with 68 key tables, more than 61 visually impactful figures, and 198 pages of expert insights, providing a complete view of the market landscape.

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Consumers & Advocacy: Patients, Advocacy Groups, Insurance Companies.

Academic & Research: Academic Institutions.

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