

# Global Personalized Psychological Counseling Service Market 2026 by Company, Regions, Type and Application, Forecast to 2032

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## Abstracts

According to our (Global Info Research) latest study, the global Personalized Psychological Counseling Service market size was valued at US\$ 5249 million in 2025 and is forecast to a readjusted size of US\$ 10134 million by 2032 with a CAGR of 9.9% during review period.

Personalized psychological counseling services are a type of psychological support and treatment tailored to an individual's unique needs, emotional state, and psychological characteristics. It helps clients cope with emotional distress, stress management, and behavior improvement by gaining an in-depth understanding of their background, experience, and psychological condition, combined with personalized intervention strategies. Personalized services focus on flexible adjustment of counseling methods to ensure that each client receives professional guidance that best suits their psychological development and growth, and improves their mental health and quality of life.

The personalized psychological counseling service industry chain mainly consists of upstream mental health technology and content providers, midstream psychological counseling service platforms and counselors, midstream management and operation systems, and downstream users. The upstream includes developers of psychological assessment tools, psychological research institutions, and online content and course providers, offering data, assessment models, and educational content to midstream platforms. The core midstream links are psychological counseling platform companies and registered psychological counselors, providing personalized psychological services online or offline, including counseling, therapy, intervention programs, and psychological growth plans. Downstream users include individual users, corporate employees, school

students, and specific groups. The profit model primarily comes from paid consultations, course subscriptions, corporate psychological services, and value-added tool services. In terms of gross profit margin, upstream psychological assessment tool and content providers typically have a gross profit margin of approximately 50%–70%, midstream psychological counseling platforms generally have a gross profit margin of 40%–60% due to higher labor costs, while downstream corporate and group psychological services have a gross profit margin of approximately 30%–50%. The overall industry is characterized by a combination of technology and services, a large proportion of content and labor costs, and high added value in the platform segment.

Personalized psychological counseling services represent the future development trend in the field of mental health. They emphasize providing customized psychological support based on each person's unique background and needs, rather than a one-size-fits-all approach. This personalized approach can not only improve the effectiveness of counseling, but also help visitors find solutions that suit them more quickly and enhance their self-cognition and emotional management abilities. In modern society, as people's psychological needs become more diverse and complex, personalized counseling can more accurately solve individual psychological problems and improve overall mental health.

This report is a detailed and comprehensive analysis for global Personalized Psychological Counseling Service market. Both quantitative and qualitative analyses are presented by company, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

### **Key Features:**

Global Personalized Psychological Counseling Service market size and forecasts, in consumption value (\$ Million), 2021-2032

Global Personalized Psychological Counseling Service market size and forecasts by region and country, in consumption value (\$ Million), 2021-2032

Global Personalized Psychological Counseling Service market size and forecasts, by Type and by Application, in consumption value (\$ Million), 2021-2032

Global Personalized Psychological Counseling Service market shares of main players, in revenue (\$ Million), 2021-2026

### **The Primary Objectives in This Report Are:**

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Personalized Psychological Counseling Service

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Personalized Psychological Counseling Service market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include BetterHelp, Talkspace, Ginger Software, Mindstrong, 7 Cups, Headspace Health, Calmerry, Amwell, Lyra Health, Spring Health, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

### Market segmentation

Personalized Psychological Counseling Service market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for Consumption Value by Type and by Application. This analysis can help you expand your business by targeting qualified niche markets.

### Market segment by Type

Online Services

Offline Services

Others

### Market segment by Service Model

Individual Psychological Counseling

Group Psychological Counseling

## Market segment by Method of Provision

In-Person Psychological Counseling

Online Psychological Counseling

## Market segment by Application

Education Industry

Medical Industry

Insurance Industry

Others

## Market segment by players, this report covers

BetterHelp

Talkspace

Ginger Software

Mindstrong

7 Cups

Headspace Health

Calmerly

Amwell

Lyra Health

Spring Health

Modern Health

The Priory Group

Carelon Behavioral Health

Capio Mind

Headway

Market segment by regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia, Italy and Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia and Rest of Asia-Pacific)

South America (Brazil, Rest of South America)

Middle East & Africa (Turkey, Saudi Arabia, UAE, Rest of Middle East & Africa)

**The content of the study subjects, includes a total of 13 chapters:**

Chapter 1, to describe Personalized Psychological Counseling Service product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top players of Personalized Psychological Counseling Service, with revenue, gross margin, and global market share of Personalized Psychological Counseling Service from 2021 to 2026.

Chapter 3, the Personalized Psychological Counseling Service competitive situation, revenue, and global market share of top players are analyzed emphatically by landscape contrast.

Chapter 4 and 5, to segment the market size by Type and by Application, with consumption value and growth rate by Type, by Application, from 2021 to 2032.

Chapter 6, 7, 8, 9, and 10, to break the market size data at the country level, with revenue and market share for key countries in the world, from 2021 to 2026. and Personalized Psychological Counseling Service market forecast, by regions, by Type and by Application, with consumption value, from 2027 to 2032.

Chapter 11, market dynamics, drivers, restraints, trends, Porters Five Forces analysis.

Chapter 12, the key raw materials and key suppliers, and industry chain of Personalized Psychological Counseling Service.

Chapter 13, to describe Personalized Psychological Counseling Service research findings and conclusion.

## Contents

### 1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Classification of Personalized Psychological Counseling Service by Type

1.3.1 Overview: Global Personalized Psychological Counseling Service Market Size by Type: 2021 Versus 2025 Versus 2032

1.3.2 Global Personalized Psychological Counseling Service Consumption Value Market Share by Type in 2025

1.3.3 Online Services

1.3.4 Offline Services

1.3.5 Others

1.4 Classification of Personalized Psychological Counseling Service by Service Model

1.4.1 Overview: Global Personalized Psychological Counseling Service Market Size by Service Model: 2021 Versus 2025 Versus 2032

1.4.2 Global Personalized Psychological Counseling Service Consumption Value Market Share by Service Model in 2025

1.4.3 Individual Psychological Counseling

1.4.4 Group Psychological Counseling

1.5 Classification of Personalized Psychological Counseling Service by Method of Provision

1.5.1 Overview: Global Personalized Psychological Counseling Service Market Size by Method of Provision: 2021 Versus 2025 Versus 2032

1.5.2 Global Personalized Psychological Counseling Service Consumption Value Market Share by Method of Provision in 2025

1.5.3 In-Person Psychological Counseling

1.5.4 Online Psychological Counseling

1.6 Global Personalized Psychological Counseling Service Market by Application

1.6.1 Overview: Global Personalized Psychological Counseling Service Market Size by Application: 2021 Versus 2025 Versus 2032

1.6.2 Education Industry

1.6.3 Medical Industry

1.6.4 Insurance Industry

1.6.5 Others

1.7 Global Personalized Psychological Counseling Service Market Size & Forecast

1.8 Global Personalized Psychological Counseling Service Market Size and Forecast by Region

1.8.1 Global Personalized Psychological Counseling Service Market Size by Region: 2021 VS 2025 VS 2032

1.8.2 Global Personalized Psychological Counseling Service Market Size by Region, (2021-2032)

1.8.3 North America Personalized Psychological Counseling Service Market Size and Prospect (2021-2032)

1.8.4 Europe Personalized Psychological Counseling Service Market Size and Prospect (2021-2032)

1.8.5 Asia-Pacific Personalized Psychological Counseling Service Market Size and Prospect (2021-2032)

1.8.6 South America Personalized Psychological Counseling Service Market Size and Prospect (2021-2032)

1.8.7 Middle East & Africa Personalized Psychological Counseling Service Market Size and Prospect (2021-2032)

## **2 COMPANY PROFILES**

### 2.1 BetterHelp

2.1.1 BetterHelp Details

2.1.2 BetterHelp Major Business

2.1.3 BetterHelp Personalized Psychological Counseling Service Product and Solutions

2.1.4 BetterHelp Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 BetterHelp Recent Developments and Future Plans

### 2.2 Talkspace

2.2.1 Talkspace Details

2.2.2 Talkspace Major Business

2.2.3 Talkspace Personalized Psychological Counseling Service Product and Solutions

2.2.4 Talkspace Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 Talkspace Recent Developments and Future Plans

### 2.3 Ginger Software

2.3.1 Ginger Software Details

2.3.2 Ginger Software Major Business

2.3.3 Ginger Software Personalized Psychological Counseling Service Product and Solutions

2.3.4 Ginger Software Personalized Psychological Counseling Service Revenue,

## Gross Margin and Market Share (2021-2026)

### 2.3.5 Ginger Software Recent Developments and Future Plans

## 2.4 Mindstrong

### 2.4.1 Mindstrong Details

### 2.4.2 Mindstrong Major Business

### 2.4.3 Mindstrong Personalized Psychological Counseling Service Product and Solutions

### 2.4.4 Mindstrong Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.4.5 Mindstrong Recent Developments and Future Plans

## 2.5 7 Cups

### 2.5.1 7 Cups Details

### 2.5.2 7 Cups Major Business

### 2.5.3 7 Cups Personalized Psychological Counseling Service Product and Solutions

### 2.5.4 7 Cups Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.5.5 7 Cups Recent Developments and Future Plans

## 2.6 Headspace Health

### 2.6.1 Headspace Health Details

### 2.6.2 Headspace Health Major Business

### 2.6.3 Headspace Health Personalized Psychological Counseling Service Product and Solutions

### 2.6.4 Headspace Health Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.6.5 Headspace Health Recent Developments and Future Plans

## 2.7 Calmerry

### 2.7.1 Calmerry Details

### 2.7.2 Calmerry Major Business

### 2.7.3 Calmerry Personalized Psychological Counseling Service Product and Solutions

### 2.7.4 Calmerry Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.7.5 Calmerry Recent Developments and Future Plans

## 2.8 Amwell

### 2.8.1 Amwell Details

### 2.8.2 Amwell Major Business

### 2.8.3 Amwell Personalized Psychological Counseling Service Product and Solutions

### 2.8.4 Amwell Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.8.5 Amwell Recent Developments and Future Plans

## 2.9 Lyra Health

### 2.9.1 Lyra Health Details

### 2.9.2 Lyra Health Major Business

### 2.9.3 Lyra Health Personalized Psychological Counseling Service Product and Solutions

### 2.9.4 Lyra Health Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.9.5 Lyra Health Recent Developments and Future Plans

## 2.10 Spring Health

### 2.10.1 Spring Health Details

### 2.10.2 Spring Health Major Business

### 2.10.3 Spring Health Personalized Psychological Counseling Service Product and Solutions

### 2.10.4 Spring Health Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.10.5 Spring Health Recent Developments and Future Plans

## 2.11 Modern Health

### 2.11.1 Modern Health Details

### 2.11.2 Modern Health Major Business

### 2.11.3 Modern Health Personalized Psychological Counseling Service Product and Solutions

### 2.11.4 Modern Health Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.11.5 Modern Health Recent Developments and Future Plans

## 2.12 The Priory Group

### 2.12.1 The Priory Group Details

### 2.12.2 The Priory Group Major Business

### 2.12.3 The Priory Group Personalized Psychological Counseling Service Product and Solutions

### 2.12.4 The Priory Group Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

### 2.12.5 The Priory Group Recent Developments and Future Plans

## 2.13 Carelon Behavioral Health

### 2.13.1 Carelon Behavioral Health Details

### 2.13.2 Carelon Behavioral Health Major Business

### 2.13.3 Carelon Behavioral Health Personalized Psychological Counseling Service Product and Solutions

### 2.13.4 Carelon Behavioral Health Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)

- 2.13.5 Carelon Behavioral Health Recent Developments and Future Plans
- 2.14 Capio Mind
  - 2.14.1 Capio Mind Details
  - 2.14.2 Capio Mind Major Business
  - 2.14.3 Capio Mind Personalized Psychological Counseling Service Product and Solutions
  - 2.14.4 Capio Mind Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)
  - 2.14.5 Capio Mind Recent Developments and Future Plans
- 2.15 Headway
  - 2.15.1 Headway Details
  - 2.15.2 Headway Major Business
  - 2.15.3 Headway Personalized Psychological Counseling Service Product and Solutions
  - 2.15.4 Headway Personalized Psychological Counseling Service Revenue, Gross Margin and Market Share (2021-2026)
  - 2.15.5 Headway Recent Developments and Future Plans

### **3 MARKET COMPETITION, BY PLAYERS**

- 3.1 Global Personalized Psychological Counseling Service Revenue and Share by Players (2021-2026)
- 3.2 Market Share Analysis (2025)
  - 3.2.1 Market Share of Personalized Psychological Counseling Service by Company Revenue
  - 3.2.2 Top 3 Personalized Psychological Counseling Service Players Market Share in 2025
  - 3.2.3 Top 6 Personalized Psychological Counseling Service Players Market Share in 2025
- 3.3 Personalized Psychological Counseling Service Market: Overall Company Footprint Analysis
  - 3.3.1 Personalized Psychological Counseling Service Market: Region Footprint
  - 3.3.2 Personalized Psychological Counseling Service Market: Company Product Type Footprint
  - 3.3.3 Personalized Psychological Counseling Service Market: Company Product Application Footprint
- 3.4 New Market Entrants and Barriers to Market Entry
- 3.5 Mergers, Acquisition, Agreements, and Collaborations

## **4 MARKET SIZE SEGMENT BY TYPE**

4.1 Global Personalized Psychological Counseling Service Consumption Value and Market Share by Type (2021-2026)

4.2 Global Personalized Psychological Counseling Service Market Forecast by Type (2027-2032)

## **5 MARKET SIZE SEGMENT BY APPLICATION**

5.1 Global Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2026)

5.2 Global Personalized Psychological Counseling Service Market Forecast by Application (2027-2032)

## **6 NORTH AMERICA**

6.1 North America Personalized Psychological Counseling Service Consumption Value by Type (2021-2032)

6.2 North America Personalized Psychological Counseling Service Market Size by Application (2021-2032)

6.3 North America Personalized Psychological Counseling Service Market Size by Country

6.3.1 North America Personalized Psychological Counseling Service Consumption Value by Country (2021-2032)

6.3.2 United States Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

6.3.3 Canada Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

6.3.4 Mexico Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

## **7 EUROPE**

7.1 Europe Personalized Psychological Counseling Service Consumption Value by Type (2021-2032)

7.2 Europe Personalized Psychological Counseling Service Consumption Value by Application (2021-2032)

7.3 Europe Personalized Psychological Counseling Service Market Size by Country

7.3.1 Europe Personalized Psychological Counseling Service Consumption Value by

Country (2021-2032)

7.3.2 Germany Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

7.3.3 France Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

7.3.4 United Kingdom Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

7.3.5 Russia Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

7.3.6 Italy Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

## **8 ASIA-PACIFIC**

8.1 Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Type (2021-2032)

8.2 Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Application (2021-2032)

8.3 Asia-Pacific Personalized Psychological Counseling Service Market Size by Region

8.3.1 Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Region (2021-2032)

8.3.2 China Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

8.3.3 Japan Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

8.3.4 South Korea Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

8.3.5 India Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

8.3.6 Southeast Asia Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

8.3.7 Australia Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

## **9 SOUTH AMERICA**

9.1 South America Personalized Psychological Counseling Service Consumption Value by Type (2021-2032)

9.2 South America Personalized Psychological Counseling Service Consumption Value

by Application (2021-2032)

9.3 South America Personalized Psychological Counseling Service Market Size by Country

9.3.1 South America Personalized Psychological Counseling Service Consumption Value by Country (2021-2032)

9.3.2 Brazil Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

9.3.3 Argentina Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

## **10 MIDDLE EAST & AFRICA**

10.1 Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Type (2021-2032)

10.2 Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Application (2021-2032)

10.3 Middle East & Africa Personalized Psychological Counseling Service Market Size by Country

10.3.1 Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Country (2021-2032)

10.3.2 Turkey Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

10.3.3 Saudi Arabia Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

10.3.4 UAE Personalized Psychological Counseling Service Market Size and Forecast (2021-2032)

## **11 MARKET DYNAMICS**

11.1 Personalized Psychological Counseling Service Market Drivers

11.2 Personalized Psychological Counseling Service Market Restraints

11.3 Personalized Psychological Counseling Service Trends Analysis

11.4 Porters Five Forces Analysis

11.4.1 Threat of New Entrants

11.4.2 Bargaining Power of Suppliers

11.4.3 Bargaining Power of Buyers

11.4.4 Threat of Substitutes

11.4.5 Competitive Rivalry

## **12 INDUSTRY CHAIN ANALYSIS**

12.1 Personalized Psychological Counseling Service Industry Chain

12.2 Personalized Psychological Counseling Service Upstream Analysis

12.3 Personalized Psychological Counseling Service Midstream Analysis

12.4 Personalized Psychological Counseling Service Downstream Analysis

## **13 RESEARCH FINDINGS AND CONCLUSION**

## **14 APPENDIX**

14.1 Methodology

14.2 Research Process and Data Source

14.3 Disclaimer

## List Of Tables

### LIST OF TABLES

Table 1. Global Personalized Psychological Counseling Service Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Personalized Psychological Counseling Service Consumption Value by Service Model, (USD Million), 2021 & 2025 & 2032

Table 3. Global Personalized Psychological Counseling Service Consumption Value by Method of Provision, (USD Million), 2021 & 2025 & 2032

Table 4. Global Personalized Psychological Counseling Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 5. Global Personalized Psychological Counseling Service Consumption Value by Region (2021-2026) & (USD Million)

Table 6. Global Personalized Psychological Counseling Service Consumption Value by Region (2027-2032) & (USD Million)

Table 7. BetterHelp Company Information, Head Office, and Major Competitors

Table 8. BetterHelp Major Business

Table 9. BetterHelp Personalized Psychological Counseling Service Product and Solutions

Table 10. BetterHelp Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 11. BetterHelp Recent Developments and Future Plans

Table 12. Talkspace Company Information, Head Office, and Major Competitors

Table 13. Talkspace Major Business

Table 14. Talkspace Personalized Psychological Counseling Service Product and Solutions

Table 15. Talkspace Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 16. Talkspace Recent Developments and Future Plans

Table 17. Ginger Software Company Information, Head Office, and Major Competitors

Table 18. Ginger Software Major Business

Table 19. Ginger Software Personalized Psychological Counseling Service Product and Solutions

Table 20. Ginger Software Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 21. Mindstrong Company Information, Head Office, and Major Competitors

Table 22. Mindstrong Major Business

Table 23. Mindstrong Personalized Psychological Counseling Service Product and

## Solutions

Table 24. Mindstrong Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Mindstrong Recent Developments and Future Plans

Table 26. 7 Cups Company Information, Head Office, and Major Competitors

Table 27. 7 Cups Major Business

Table 28. 7 Cups Personalized Psychological Counseling Service Product and Solutions

Table 29. 7 Cups Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. 7 Cups Recent Developments and Future Plans

Table 31. Headspace Health Company Information, Head Office, and Major Competitors

Table 32. Headspace Health Major Business

Table 33. Headspace Health Personalized Psychological Counseling Service Product and Solutions

Table 34. Headspace Health Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Headspace Health Recent Developments and Future Plans

Table 36. Calmerry Company Information, Head Office, and Major Competitors

Table 37. Calmerry Major Business

Table 38. Calmerry Personalized Psychological Counseling Service Product and Solutions

Table 39. Calmerry Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Calmerry Recent Developments and Future Plans

Table 41. Amwell Company Information, Head Office, and Major Competitors

Table 42. Amwell Major Business

Table 43. Amwell Personalized Psychological Counseling Service Product and Solutions

Table 44. Amwell Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 45. Amwell Recent Developments and Future Plans

Table 46. Lyra Health Company Information, Head Office, and Major Competitors

Table 47. Lyra Health Major Business

Table 48. Lyra Health Personalized Psychological Counseling Service Product and Solutions

Table 49. Lyra Health Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

- Table 50. Lyra Health Recent Developments and Future Plans
- Table 51. Spring Health Company Information, Head Office, and Major Competitors
- Table 52. Spring Health Major Business
- Table 53. Spring Health Personalized Psychological Counseling Service Product and Solutions
- Table 54. Spring Health Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 55. Spring Health Recent Developments and Future Plans
- Table 56. Modern Health Company Information, Head Office, and Major Competitors
- Table 57. Modern Health Major Business
- Table 58. Modern Health Personalized Psychological Counseling Service Product and Solutions
- Table 59. Modern Health Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 60. Modern Health Recent Developments and Future Plans
- Table 61. The Priory Group Company Information, Head Office, and Major Competitors
- Table 62. The Priory Group Major Business
- Table 63. The Priory Group Personalized Psychological Counseling Service Product and Solutions
- Table 64. The Priory Group Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 65. The Priory Group Recent Developments and Future Plans
- Table 66. Carelon Behavioral Health Company Information, Head Office, and Major Competitors
- Table 67. Carelon Behavioral Health Major Business
- Table 68. Carelon Behavioral Health Personalized Psychological Counseling Service Product and Solutions
- Table 69. Carelon Behavioral Health Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 70. Carelon Behavioral Health Recent Developments and Future Plans
- Table 71. Capio Mind Company Information, Head Office, and Major Competitors
- Table 72. Capio Mind Major Business
- Table 73. Capio Mind Personalized Psychological Counseling Service Product and Solutions
- Table 74. Capio Mind Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)
- Table 75. Capio Mind Recent Developments and Future Plans
- Table 76. Headway Company Information, Head Office, and Major Competitors
- Table 77. Headway Major Business

Table 78. Headway Personalized Psychological Counseling Service Product and Solutions

Table 79. Headway Personalized Psychological Counseling Service Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 80. Headway Recent Developments and Future Plans

Table 81. Global Personalized Psychological Counseling Service Revenue (USD Million) by Players (2021-2026)

Table 82. Global Personalized Psychological Counseling Service Revenue Share by Players (2021-2026)

Table 83. Breakdown of Personalized Psychological Counseling Service by Company Type (Tier 1, Tier 2, and Tier 3)

Table 84. Market Position of Players in Personalized Psychological Counseling Service, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 85. Head Office of Key Personalized Psychological Counseling Service Players

Table 86. Personalized Psychological Counseling Service Market: Company Product Type Footprint

Table 87. Personalized Psychological Counseling Service Market: Company Product Application Footprint

Table 88. Personalized Psychological Counseling Service New Market Entrants and Barriers to Market Entry

Table 89. Personalized Psychological Counseling Service Mergers, Acquisition, Agreements, and Collaborations

Table 90. Global Personalized Psychological Counseling Service Consumption Value (USD Million) by Type (2021-2026)

Table 91. Global Personalized Psychological Counseling Service Consumption Value Share by Type (2021-2026)

Table 92. Global Personalized Psychological Counseling Service Consumption Value Forecast by Type (2027-2032)

Table 93. Global Personalized Psychological Counseling Service Consumption Value by Application (2021-2026)

Table 94. Global Personalized Psychological Counseling Service Consumption Value Forecast by Application (2027-2032)

Table 95. North America Personalized Psychological Counseling Service Consumption Value by Type (2021-2026) & (USD Million)

Table 96. North America Personalized Psychological Counseling Service Consumption Value by Type (2027-2032) & (USD Million)

Table 97. North America Personalized Psychological Counseling Service Consumption Value by Application (2021-2026) & (USD Million)

Table 98. North America Personalized Psychological Counseling Service Consumption

Value by Application (2027-2032) & (USD Million)

Table 99. North America Personalized Psychological Counseling Service Consumption Value by Country (2021-2026) & (USD Million)

Table 100. North America Personalized Psychological Counseling Service Consumption Value by Country (2027-2032) & (USD Million)

Table 101. Europe Personalized Psychological Counseling Service Consumption Value by Type (2021-2026) & (USD Million)

Table 102. Europe Personalized Psychological Counseling Service Consumption Value by Type (2027-2032) & (USD Million)

Table 103. Europe Personalized Psychological Counseling Service Consumption Value by Application (2021-2026) & (USD Million)

Table 104. Europe Personalized Psychological Counseling Service Consumption Value by Application (2027-2032) & (USD Million)

Table 105. Europe Personalized Psychological Counseling Service Consumption Value by Country (2021-2026) & (USD Million)

Table 106. Europe Personalized Psychological Counseling Service Consumption Value by Country (2027-2032) & (USD Million)

Table 107. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Type (2021-2026) & (USD Million)

Table 108. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Type (2027-2032) & (USD Million)

Table 109. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Application (2021-2026) & (USD Million)

Table 110. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Application (2027-2032) & (USD Million)

Table 111. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Region (2021-2026) & (USD Million)

Table 112. Asia-Pacific Personalized Psychological Counseling Service Consumption Value by Region (2027-2032) & (USD Million)

Table 113. South America Personalized Psychological Counseling Service Consumption Value by Type (2021-2026) & (USD Million)

Table 114. South America Personalized Psychological Counseling Service Consumption Value by Type (2027-2032) & (USD Million)

Table 115. South America Personalized Psychological Counseling Service Consumption Value by Application (2021-2026) & (USD Million)

Table 116. South America Personalized Psychological Counseling Service Consumption Value by Application (2027-2032) & (USD Million)

Table 117. South America Personalized Psychological Counseling Service Consumption Value by Country (2021-2026) & (USD Million)

- Table 118. South America Personalized Psychological Counseling Service Consumption Value by Country (2027-2032) & (USD Million)
- Table 119. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Type (2021-2026) & (USD Million)
- Table 120. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Type (2027-2032) & (USD Million)
- Table 121. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Application (2021-2026) & (USD Million)
- Table 122. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Application (2027-2032) & (USD Million)
- Table 123. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Country (2021-2026) & (USD Million)
- Table 124. Middle East & Africa Personalized Psychological Counseling Service Consumption Value by Country (2027-2032) & (USD Million)
- Table 125. Global Key Players of Personalized Psychological Counseling Service Upstream (Raw Materials)
- Table 126. Global Personalized Psychological Counseling Service Typical Customers

## List Of Figures

### LIST OF FIGURES

- Figure 1. Personalized Psychological Counseling Service Picture
- Figure 2. Global Personalized Psychological Counseling Service Consumption Value by Type, (USD Million), 2021 & 2025 & 2032
- Figure 3. Global Personalized Psychological Counseling Service Consumption Value Market Share by Type in 2025
- Figure 4. Online Services
- Figure 5. Offline Services
- Figure 6. Others
- Figure 7. Global Personalized Psychological Counseling Service Consumption Value by Service Model, (USD Million), 2021 & 2025 & 2032
- Figure 8. Global Personalized Psychological Counseling Service Consumption Value Market Share by Service Model in 2025
- Figure 9. Individual Psychological Counseling
- Figure 10. Group Psychological Counseling
- Figure 11. Global Personalized Psychological Counseling Service Consumption Value by Method of Provision, (USD Million), 2021 & 2025 & 2032
- Figure 12. Global Personalized Psychological Counseling Service Consumption Value Market Share by Method of Provision in 2025
- Figure 13. In-Person Psychological Counseling
- Figure 14. Online Psychological Counseling
- Figure 15. Global Personalized Psychological Counseling Service Consumption Value by Application, (USD Million), 2021 & 2025 & 2032
- Figure 16. Personalized Psychological Counseling Service Consumption Value Market Share by Application in 2025
- Figure 17. Education Industry Picture
- Figure 18. Medical Industry Picture
- Figure 19. Insurance Industry Picture
- Figure 20. Others Picture
- Figure 21. Global Personalized Psychological Counseling Service Consumption Value, (USD Million): 2021 & 2025 & 2032
- Figure 22. Global Personalized Psychological Counseling Service Consumption Value and Forecast (2021-2032) & (USD Million)
- Figure 23. Global Market Personalized Psychological Counseling Service Consumption Value (USD Million) Comparison by Region (2021 VS 2025 VS 2032)
- Figure 24. Global Personalized Psychological Counseling Service Consumption Value

Market Share by Region (2021-2032)

Figure 25. Global Personalized Psychological Counseling Service Consumption Value Market Share by Region in 2025

Figure 26. North America Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 27. Europe Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 28. Asia-Pacific Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 29. South America Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 30. Middle East & Africa Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 31. Company Three Recent Developments and Future Plans

Figure 32. Global Personalized Psychological Counseling Service Revenue Share by Players in 2025

Figure 33. Personalized Psychological Counseling Service Market Share by Company Type (Tier 1, Tier 2, and Tier 3) in 2025

Figure 34. Market Share of Personalized Psychological Counseling Service by Player Revenue in 2025

Figure 35. Top 3 Personalized Psychological Counseling Service Players Market Share in 2025

Figure 36. Top 6 Personalized Psychological Counseling Service Players Market Share in 2025

Figure 37. Global Personalized Psychological Counseling Service Consumption Value Share by Type (2021-2026)

Figure 38. Global Personalized Psychological Counseling Service Market Share Forecast by Type (2027-2032)

Figure 39. Global Personalized Psychological Counseling Service Consumption Value Share by Application (2021-2026)

Figure 40. Global Personalized Psychological Counseling Service Market Share Forecast by Application (2027-2032)

Figure 41. North America Personalized Psychological Counseling Service Consumption Value Market Share by Type (2021-2032)

Figure 42. North America Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2032)

Figure 43. North America Personalized Psychological Counseling Service Consumption Value Market Share by Country (2021-2032)

Figure 44. United States Personalized Psychological Counseling Service Consumption

Value (2021-2032) & (USD Million)

Figure 45. Canada Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 46. Mexico Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 47. Europe Personalized Psychological Counseling Service Consumption Value Market Share by Type (2021-2032)

Figure 48. Europe Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2032)

Figure 49. Europe Personalized Psychological Counseling Service Consumption Value Market Share by Country (2021-2032)

Figure 50. Germany Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 51. France Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 52. United Kingdom Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 53. Russia Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 54. Italy Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 55. Asia-Pacific Personalized Psychological Counseling Service Consumption Value Market Share by Type (2021-2032)

Figure 56. Asia-Pacific Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2032)

Figure 57. Asia-Pacific Personalized Psychological Counseling Service Consumption Value Market Share by Region (2021-2032)

Figure 58. China Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 59. Japan Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 60. South Korea Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 61. India Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 62. Southeast Asia Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 63. Australia Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 64. South America Personalized Psychological Counseling Service Consumption Value Market Share by Type (2021-2032)

Figure 65. South America Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2032)

Figure 66. South America Personalized Psychological Counseling Service Consumption Value Market Share by Country (2021-2032)

Figure 67. Brazil Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 68. Argentina Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 69. Middle East & Africa Personalized Psychological Counseling Service Consumption Value Market Share by Type (2021-2032)

Figure 70. Middle East & Africa Personalized Psychological Counseling Service Consumption Value Market Share by Application (2021-2032)

Figure 71. Middle East & Africa Personalized Psychological Counseling Service Consumption Value Market Share by Country (2021-2032)

Figure 72. Turkey Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 73. Saudi Arabia Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 74. UAE Personalized Psychological Counseling Service Consumption Value (2021-2032) & (USD Million)

Figure 75. Personalized Psychological Counseling Service Market Drivers

Figure 76. Personalized Psychological Counseling Service Market Restraints

Figure 77. Personalized Psychological Counseling Service Market Trends

Figure 78. Porters Five Forces Analysis

Figure 79. Personalized Psychological Counseling Service Industrial Chain

Figure 80. Methodology

Figure 81. Research Process and Data Source

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