

Workplace Stress Management Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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Abstracts

The Global Workplace Stress Management Market was valued at USD 10.6 billion in 2023 and is set to grow at 7.7% CAGR from 2024 to 2032. Companies are increasingly using apps and online platforms to provide employees with easy access to mindfulness exercises, stress management techniques, and virtual therapy sessions. Platforms like Headspace for Work and Calm for Business offer meditation and relaxation tools tailored for workplace environments, helping employees manage stress on their schedules. The market is segmented by service type into stress assessment, resilience training services, and progress tracking metrics. The resilience training services segment generated a revenue of USD 5.9 billion in 2023. Resilience training enhances employees' ability to cope with stress and adapt to challenging situations.

Programs often include workshops, seminars, and interactive sessions, designed to build emotional resilience and stress management skills. Market players are increasing industrial activities, which are estimated to boost segment growth. In March 2024, Resilience Institute announced plans to expand its services in Canada and the U.S. to provide mental health and wellbeing programs. The indoor segment dominated the market in 2023 with a market share of 72.8%.

Indoor activities are likely to hold a larger market share due to their easier integration into existing workplace routines and the consistent demand for convenient, on-site stress management solutions. Indoor stress management activities include yoga classes, meditation sessions, and relaxation techniques conducted within the workplace. The online segment dominated the market in 2023 and is anticipated to reach USD 13.6 billion by the end of the forecast period. Online stress management solutions include virtual counseling, digital tools for stress assessment, and online wellness programs.

The online mode offers flexibility and accessibility, allowing employees to engage with

stress management resources from any location. The industry is witnessing a substantial number of personalized product launches, which are expected to accelerate segment growth during the forecast period. In October 2021, Noom launched a new digital platform to address daily stress and anxieties. The new platform incorporates advanced therapies to address mental issues and behavioral health.

North America workplace stress management market accounted for USD 3.9 billion in revenue in 2023. The demand for workplace stress management is rising due to increasing awareness of mental health issues and the recognition of their impact on employee productivity. Companies are investing in comprehensive wellness programs to attract and retain top talent in a competitive job market. Major corporations like Google and Microsoft offer extensive wellness initiatives, including stress management workshops, mindfulness training, and resilience-building activities.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Research design
 - 1.2.1 Research approach
 - 1.2.2 Data collection methods
- 1.3 Base estimates & calculations
 - 1.3.1 Base year calculation
 - 1.3.2 Key trends for market estimation
- 1.4 Forecast model
- 1.5 Primary research and validation
 - 1.5.1 Primary sources
 - 1.5.2 Data mining sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry 360° synopsis

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Industry impact forces
 - 3.2.1 Growth drivers
 - 3.2.1.1 Growing workplace stress level and mental issues
 - 3.2.1.2 Increasing awareness about mental wellness
 - 3.2.1.3 Rising number of personalized mental wellbeing services and products
 - 3.2.2 Industry pitfalls & challenges
 - 3.2.2.1 Social stigma regarding mental issues
- 3.3 Growth potential analysis
- 3.4 Regulatory landscape
- 3.5 Technology landscape
- 3.6 Porter's analysis
- 3.7 PESTEL analysis
- 3.8 Future market trends

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

- 4.1 Introduction
- 4.2 Company matrix analysis
- 4.3 Competitive analysis of major market players
- 4.4 Competitive positioning matrix
- 4.5 Strategy dashboard

CHAPTER 5 MARKET ESTIMATES AND FORECAST, BY SERVICE TYPE, 2021 – 2032 (\$ MN)

- 5.1 Key trends
- 5.2 Stress assessment
- 5.3 Resilience training services
- 5.4 Progress tracking metrics

CHAPTER 6 MARKET ESTIMATES AND FORECAST, BY ACTIVITY, 2021 – 2032 (\$ MN)

- 6.1 Key trends
- 6.2 Indoor
- 6.3 Outdoor

CHAPTER 7 MARKET ESTIMATES AND FORECAST, BY DELIVERY, 2021 – 2032 (\$ MN)

- 7.1 Key trends
- 7.2 Individual counselors
- 7.3 Personal fitness trainers
- 7.4 Meditation specialists
- 7.5 Webinars and workshops

CHAPTER 8 MARKET ESTIMATES AND FORECAST, BY MODE, 2021 – 2032 (\$ MN)

- 8.1 Key trends
- 8.2 Online
- 8.3 In-person

CHAPTER 9 MARKET ESTIMATES AND FORECAST, BY THERAPY, 2021 – 2032 (\$ MN)

- 9.1 Key trends
- 9.2 Yoga and meditation
- 9.3 Group therapy
- 9.4 Counselling
- 9.5 Other therapies

CHAPTER 10 MARKET ESTIMATES AND FORECAST, BY END-USE, 2021 – 2032 (\$ MN)

- 10.1 Key trends
- 10.2 Small scale organizations
- 10.3 Medium scale organizations
- 10.4 Large scale organizations

CHAPTER 11 MARKET ESTIMATES AND FORECAST, BY REGION, 2021 – 2032 (\$ MN)

- 11.1 Key trends
- 11.2 North America
 - 11.2.1 U.S.
 - 11.2.2 Canada
- 11.3 Europe
 - 11.3.1 Germany
 - 11.3.2 UK
 - 11.3.3 France
 - 11.3.4 Spain
 - 11.3.5 Italy
 - 11.3.6 Netherlands
 - 11.3.7 Rest of Europe
- 11.4 Asia Pacific
 - 11.4.1 China
 - 11.4.2 Japan
 - 11.4.3 India
 - 11.4.4 Australia
 - 11.4.5 South Korea
 - 11.4.6 Rest of Asia Pacific

11.5 Latin America

11.5.1 Brazil

11.5.2 Mexico

11.5.3 Argentina

11.5.4 Rest of Latin America

11.6 Middle East and Africa

11.6.1 South Africa

11.6.2 Saudi Arabia

11.6.3 UAE

11.6.4 Rest of Middle East and Africa

CHAPTER 12 COMPANY PROFILES

12.1 2Morrow Inc.

12.2 Animo B.V.

12.3 BHS International Ltd

12.4 ComPsych Corporation

12.5 CuraLinc Healthcare

12.6 Happify Health

12.7 Headspace Inc.

12.8 LifeDojo

12.9 Magellan Health Inc.

12.10 Mindario

12.11 SilverCloud.

12.12 Strive Well-Being

12.13 The TCM Group

12.14 Total Brain

12.15 Workplace Options

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