

Hypnotherapy Market Size, Share & Trends Analysis Report By Type (Body Healing, Mind Healing, Sensory Healing, External Energy), By End-use (Offline, Online), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Hypnotherapy Market Growth & Trends

The global hypnotherapy market size is expected to reach USD 80.76 billion by 2030, growing at a CAGR of 31.3% over the forecast period, according to a new report by Grand View Research, Inc. The growing need for mental health care services and their rising demand in hospitals, clinics, and private practices are factors driving growth. According to an American Psychological Association study published in November 2022, after the COVID-19 pandemic, the demand for depression & anxiety treatment increased continuously for 3 years. Moreover, the need for treatment of stressor-related disorders & trauma disorders has grown.

Approximately 80% of psychologists state that they have witnessed a surge in the number of patients suffering from anxiety issues since the beginning of the COVID-19 pandemic and over 65% recorded a rise in the demand for depression treatments. The rising number of mental health awareness campaigns plays a vital role in informing the public about the advantages and functions of different therapies. Various mental health awareness campaigns conducted by companies and institutes help reduce misconceptions related to these treatments and promote them as authentic and effective solutions.

For instance, in April 2023, CHARGE Wellness & Hypnotherapy Center introduced a mental health awareness campaign that also launched a new method that involved combining this technique and Neuro-Linguistic Programming (NLP) in the therapy session to promote mental well-being. Furthermore, hypnotherapy is a class of alternative or complementary treatment that employs hypnosis to facilitate individuals in handling their pain. It has been shown to be effective in operating a variety of pain conditions, including chronic & acute pain, cancer pain, and pain associated with other medical procedures, including surgery.

Hypnotherapy Market Report Highlights

Mind healing dominated the type segment with around 40% share in 2023 owing to its rare ability to access the subconscious mind, facilitating behavioral change.

The sensory healing segment is expected to grow at the fastest CAGR over the forecast period.

The offline segment held the largest share of over 55% in 2023 owing to its core benefit that it facilitates development of personal connection between a therapist and the patient.

The online segment is estimated to witness the fastest growth over the forecast period as it offers higher accessibility to patients.

Europe dominated owing to increasing stress levels in people due to their daily lifestyle.

In March 2023, Mindset Health raised funding of USD 12.0 million to expand digital hypnotherapy applications & distribution. The company supports individuals with chronic conditions in handling their health using app-based audio, along with the help of health consultants and clinical research.

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