

Non-medical Home Care Market Size, Share & Trends Analysis Report By Service Type (Personal Care Assistance, Homemaking Services), By Age Group (Pediatric Population, Geriatric Population), By Service Provider, By Delivery Mode, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

The global non-medical home care market size was valued at USD 8.7 billion in 2025 and is projected to grow from USD 9.5 billion in 2026 to USD 18.7 billion by 2033, at a CAGR of 10.2% from 2026 to 2033. The market in North America dominated with a revenue share of 42.3% in 2025. The rising aging population, increasing prevalence of chronic illnesses, and growing preference for aging in place are significantly increasing the demand for non-medical home care services.

The shortage of professional caregivers and the high-cost burden associated with institutional care settings such as nursing homes and assisted living facilities are further accelerating the shift toward home-based support services, including assistance with daily living activities, companionship care, and mobility support. The section below outlines the key factors driving the market growth, highlighting the rising cost of institutional eldercare services, increasing preference for personalized and home-based support solutions, and the growing prevalence of aging populations, chronic conditions, and functional dependency requiring assistance with activities of daily living.

Global Non-medical Home Care Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country-level and provides an analysis of the latest industry trends in each of the sub-segments from 2021

to 2033. For this study, Grand View Research, Inc. has segmented the global non-medical home care market report based on service type, age group, service provider, delivery mode, and region:

Service Type Outlook (Revenue, USD Billion, 2021 - 2033)

Personal Care Assistance

Companion Care

Homemaking Services

Dementia & Alzheimer's Care

Others

Age Group Outlook (Revenue, USD Billion, 2021 - 2033)

Pediatric Population

Adults

Geriatric Population

Service Provider Outlook (Revenue, USD Billion, 2021 - 2033)

Independent Caregivers

Home Care Agencies

Franchise-Based Providers

Community & Non-Profit Organizations

Delivery Mode Outlook (Revenue, USD Billion, 2021 - 2033)

In-person Home Care

Virtual Companionship / Monitoring Support

Hybrid Care Services

Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

Italy

Spain

France

Sweden

Denmark

Norway

Asia Pacific

China

India

Japan

Thailand

South Korea

Australia

Latin America

Brazil

Argentina

MEA

South Africa

Saudi Arabia

UAE

Kuwait

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