

# North America Maternal Mental Health Market Size, Share & Trends Analysis Report By Disease Indication (Postpartum Depression, Dysthymia), By Therapy (Interpersonal Psychotherapy, Antidepressants), By Region, And Segment Forecasts, 2023 - 2030

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## Abstracts

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### North America Maternal Mental Health Market Growth & Trends

The North America maternal mental health market size is expected to reach USD 20.63 billion by 2030, growing at a CAGR of 29.68% from 2023 to 2030, according to a new report by Grand View Research, Inc. The maternal mental health industry in the U.S. has been growing in recent years, with increased awareness, improved screening and assessment, and efforts to enhance access to care. However, disparities in access as well as gaps in mental well-being support for vulnerable populations still exist. The Canadian government has implemented regulations and provided funding to address maternal mental conditions.

These include initiatives such as maternity leave benefits under the Employment Insurance program, mental well-being strategies, funding for perinatal mental health services, collaborative care models, research and data collection, and support for community-based organizations. These efforts aim to improve access to mental well-being services and support for pregnant women and new mothers across Canada. Moreover, the Wisconsin Department of Health Services (DHS) announced awards totaling USD 16 million in October 2022 to enhance maternal and child health. The funds will be invested to close maternal and child health outcomes gaps through collaborations with the Medical College of Wisconsin's Advancing a Healthier

Wisconsin Endowment and the University of Wisconsin School of Medicine and Public Health.

In addition, this initiative offers funding to DHS Maternal and Child Health Program to manage a grant program. This program will provide funding for initiatives that promote maternal and child health equity to reduce maternal and infant mortality at the systemic and community levels and improve outcomes for families throughout Wisconsin. Each partner will receive USD 5.5 million to help them with their projects. With the help of increased funds, the government can determine the precise causes of each maternal mortality. The government will then be able to extend and implement evidence-based programs in hospitals and other birthing facilities to deal with the fundamental problems that result in poor maternal condition outcomes.

Although postnatal depression affects 15% of new mothers, it is frequently masked by stigma, societal expectations, and lack of medical knowledge. Despite the stigmatizing nature of mental illness, women have shown ingenuity and resilience by using acceptable cultural movements to reframe their experiences of PPD, challenging conventional views of motherhood, and successfully gaining recognition of their sufferings. The social stigma associated with PPD is a serious problem in the U.S. Many people think PPD is an unreal ailment or a sign of weakness. Therefore, some women might hesitate to seek treatment for PPD out of concern that they would be stigmatized or condemned.

#### North America Maternal Mental Health Market Report Highlights

The pregnancy and postpartum general anxiety segment accounted for the largest share in 2022. Increasing awareness and recognition of perinatal mental condition issues including anxiety disorders is the major factor driving the segment growth

The PPD segment is expected to witness a lucrative CAGR through 2023 - 2030 owing to the favorable reimbursement scenario, increasing awareness for screening, and approval of novel therapies

IPT dominated the market in 2022 as IPT is considered an effective therapy for treating a variety of mental conditions

The U.S. led the regional market due to factors contributing such as robust government funding, increasing research, and the presence of prominent

players

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