

# Turkey Mental Health Market Size, Share, Trends and Forecast by Disorder, Service, Age Group, and Region, 2026-2034

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## Abstracts

The Turkey mental health market size reached USD 6.0 Billion in 2025. The market is projected to reach USD 8.3 Billion by 2034, exhibiting a growth rate (CAGR) of 3.38% during 2026-2034. The market is fueled by growing acceptance and awareness regarding mental illness, which is supported by national policy and public health campaigns to reduce the stigma. Along with this, the growing incidence of depression, anxiety, and post-traumatic stress disorder is driving the demand for services. Also, improvements in telepsychiatry and online mental health platforms are improving accessibility and augmenting the Turkey mental health market share.

### TURKEY MENTAL HEALTH MARKET TRENDS:

#### Digital Transformation in Mental Healthcare

The market is undergoing a significant shift due to the growing adoption of digital tools and telehealth platforms. Telepsychiatry and mental health mobile apps have gained widespread popularity, especially COVID-19 pandemic accelerated the demand for remote and flexible healthcare. These technologies are facilitating greater accessibility for people living in remote or underserved areas where mental health services have historically been scarce. Aside from video consultations and online therapy websites, AI-based mental health software is rising to help with initial evaluations, mood monitoring, and tailored intervention techniques. According to an industry report, at the beginning of 2025, Turkey had 77.3 million internet users, with an internet penetration rate of 88.3%. The rising digital literacy among Turkey's younger population and widespread smartphone penetration are further supporting this transformation. Moreover, healthcare institutions and startups are increasingly collaborating to develop localized solutions that

are culturally appropriate and compliant with national health regulations. The Turkish Ministry of Health's openness to integrating digital services within the broader healthcare ecosystem is expected to further encourage the scalability and institutional adoption of these innovations.

### Growing Youth-Centric Mental Health Awareness

There is a significant rise in mental well-being consciousness among Turkey's youth, which is shaping the need for specialized psychological care services. Social change, academic pressure, economic instability, and excessive exposure to digital technology are driving forces behind the increasing rate of anxiety, depression, and behavioral disorders among this age group. As per an industry report, in 2024, nearly 38% of Turkey's population suffered from mental health problems. Among 16 nations surveyed, Turkey ranked second, after the United States. In response, the public and private sectors are launching mental health literacy campaigns with schools and universities in their sights, with the intent of de-stigmatizing mental illness and promoting early intervention. Furthermore, schools are starting to add on-campus counseling services and peer-support programs, indicating a more preventive strategy in the management of youth mental illness. Social media and influencers have also helped normalize dialogue on mental health among teenagers and young adults. Concurrently, training programs for youth-focused mental health professionals are being increased, with a special focus on culturally responsive care. This is transforming a consumer base that is more educated, active, and open to seeking professional assistance when necessary.

### Integration of Mental Health into Primary Care

Turkey is witnessing increased integration of mental health services into its primary healthcare system, driven by the government's strategic goal of improving accessibility and early intervention. This, in turn, is contributing to the Turkey mental health market growth. Moreover, this strategy allows for family doctors and general practitioners to perform initial mental health screening and offer basic therapeutic advice, thereby managing mild to moderate cases without direct specialist referral. By integrating mental health care into regular check-ups, the system avoids stigma and promotes a more integrated approach to patient care. In addition to this, primary care provider training programs incorporate mental health modules to strengthen diagnostic proficiency and referral effectiveness. This integration makes a significant difference in rural and semi-urban regions, where psychiatric services are limited. Moreover, the national health insurance system is being streamlined to cover mental health consultations under the primary care setting, making such care more affordable financially. The model also

accommodates ongoing monitoring and follow-up of patients, with those having chronic mental health illnesses provided with prolonged and coordinated care.

#### TURKEY MENTAL HEALTH MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on disorder, service, and age group.

##### Disorder Insights:

Schizophrenia

Alcohol Use Disorder

Bipolar Disorder

Depression and Anxiety

Post-traumatic Stress Disorder

Substance Abuse Disorder

Eating Disorder

Others

The report has provided a detailed breakup and analysis of the market based on the disorder. This includes schizophrenia, alcohol use disorder, bipolar disorder, depression and anxiety, post-traumatic stress disorder, substance abuse disorder, eating disorder, and others.

##### Service Insights:

Emergency Mental Health Services

Outpatient Counselling

Home-based Treatment Services

Inpatient Hospital Treatment Services

Others

A detailed breakup and analysis of the market based on the service have also been provided in the report. This includes emergency mental health services, outpatient counselling, home-based treatment services, inpatient hospital treatment services, and others.

Age Group Insights:

Pediatric

Adult

Geriatric

The report has provided a detailed breakup and analysis of the market based on the age group. This includes pediatric, adult, and geriatric.

Regional Insights:

Marmara

Central Anatolia

Mediterranean

Aegean

Southeastern Anatolia

Blacksea

Eastern Anatolia

The report has also provided a comprehensive analysis of all the major regional markets, which include Marmara, Central Anatolia, Mediterranean, Aegean, Southeastern Anatolia, Blacksea, and Eastern Anatolia.

#### COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

#### KEY QUESTIONS ANSWERED IN THIS REPORT

How has the Turkey mental health market performed so far and how will it perform in the coming years?

What is the breakup of the Turkey mental health market on the basis of disorder?

What is the breakup of the Turkey mental health market on the basis of service?

What is the breakup of the Turkey mental health market on the basis of age group?

What is the breakup of the Turkey mental health market on the basis of region?

What are the various stages in the value chain of the Turkey mental health market?

What are the key driving factors and challenges in the Turkey mental health market?

What is the structure of the Turkey mental health market and who are the key players?

What is the degree of competition in the Turkey mental health market?

## Contents

### **1 PREFACE**

### **2 SCOPE AND METHODOLOGY**

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
  - 2.3.1 Primary Sources
  - 2.3.2 Secondary Sources
- 2.4 Market Estimation
  - 2.4.1 Bottom-Up Approach
  - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

### **3 EXECUTIVE SUMMARY**

### **4 TURKEY MENTAL HEALTH MARKET - INTRODUCTION**

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

### **5 TURKEY MENTAL HEALTH MARKET LANDSCAPE**

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

### **6 TURKEY MENTAL HEALTH MARKET - BREAKUP BY DISORDER**

- 6.1 Schizophrenia
  - 6.1.1 Overview
  - 6.1.2 Historical and Current Market Trends (2020-2025)
  - 6.1.3 Market Forecast (2026-2034)
- 6.2 Alcohol Use Disorder
  - 6.2.1 Overview
  - 6.2.2 Historical and Current Market Trends (2020-2025)

- 6.2.3 Market Forecast (2026-2034)
- 6.3 Bipolar Disorder
  - 6.3.1 Overview
  - 6.3.2 Historical and Current Market Trends (2020-2025)
  - 6.3.3 Market Forecast (2026-2034)
- 6.4 Depression and Anxiety
  - 6.4.1 Overview
  - 6.4.2 Historical and Current Market Trends (2020-2025)
  - 6.4.3 Market Forecast (2026-2034)
- 6.5 Post-traumatic Stress Disorder
  - 6.5.1 Overview
  - 6.5.2 Historical and Current Market Trends (2020-2025)
  - 6.5.3 Market Forecast (2026-2034)
- 6.6 Substance Abuse Disorder
  - 6.6.1 Overview
  - 6.6.2 Historical and Current Market Trends (2020-2025)
  - 6.6.3 Market Forecast (2026-2034)
- 6.7 Eating Disorder
  - 6.7.1 Overview
  - 6.7.2 Historical and Current Market Trends (2020-2025)
  - 6.7.3 Market Forecast (2026-2034)
- 6.8 Others
  - 6.8.1 Historical and Current Market Trends (2020-2025)
  - 6.8.2 Market Forecast (2026-2034)

## **7 TURKEY MENTAL HEALTH MARKET - BREAKUP BY SERVICE**

- 7.1 Emergency Mental Health Services
  - 7.1.1 Overview
  - 7.1.2 Historical and Current Market Trends (2020-2025)
  - 7.1.3 Market Forecast (2026-2034)
- 7.2 Outpatient Counselling
  - 7.2.1 Overview
  - 7.2.2 Historical and Current Market Trends (2020-2025)
  - 7.2.3 Market Forecast (2026-2034)
- 7.3 Home-based Treatment Services
  - 7.3.1 Overview
  - 7.3.2 Historical and Current Market Trends (2020-2025)
  - 7.3.3 Market Forecast (2026-2034)

## 7.4 Inpatient Hospital Treatment Services

### 7.4.1 Overview

### 7.4.2 Historical and Current Market Trends (2020-2025)

### 7.4.3 Market Forecast (2026-2034)

## 7.5 Others

### 7.5.1 Historical and Current Market Trends (2020-2025)

### 7.5.2 Market Forecast (2026-2034)

## **8 TURKEY MENTAL HEALTH MARKET - BREAKUP BY AGE GROUP**

### 8.1 Pediatric

#### 8.1.1 Overview

#### 8.1.2 Historical and Current Market Trends (2020-2025)

#### 8.1.3 Market Forecast (2026-2034)

### 8.2 Adult

#### 8.2.1 Overview

#### 8.2.2 Historical and Current Market Trends (2020-2025)

#### 8.2.3 Market Forecast (2026-2034)

### 8.3 Geriatric

#### 8.3.1 Overview

#### 8.3.2 Historical and Current Market Trends (2020-2025)

#### 8.3.3 Market Forecast (2026-2034)

## **9 TURKEY MENTAL HEALTH MARKET – BREAKUP BY REGION**

### 9.1 Marmara

#### 9.1.1 Overview

#### 9.1.2 Historical and Current Market Trends (2020-2025)

#### 9.1.3 Market Breakup by Disorder

#### 9.1.4 Market Breakup by Service

#### 9.1.5 Market Breakup by Age Group

#### 9.1.6 Key Players

#### 9.1.7 Market Forecast (2026-2034)

### 9.2 Central Anatolia

#### 9.2.1 Overview

#### 9.2.2 Historical and Current Market Trends (2020-2025)

#### 9.2.3 Market Breakup by Disorder

#### 9.2.4 Market Breakup by Service

#### 9.2.5 Market Breakup by Age Group

#### 9.2.6 Key Players

#### 9.2.7 Market Forecast (2026-2034)

### 9.3 Mediterranean

#### 9.3.1 Overview

#### 9.3.2 Historical and Current Market Trends (2020-2025)

#### 9.3.3 Market Breakup by Disorder

#### 9.3.4 Market Breakup by Service

#### 9.3.5 Market Breakup by Age Group

#### 9.3.6 Key Players

#### 9.3.7 Market Forecast (2026-2034)

### 9.4 Aegean

#### 9.4.1 Overview

#### 9.4.2 Historical and Current Market Trends (2020-2025)

#### 9.4.3 Market Breakup by Disorder

#### 9.4.4 Market Breakup by Service

#### 9.4.5 Market Breakup by Age Group

#### 9.4.6 Key Players

#### 9.4.7 Market Forecast (2026-2034)

### 9.5 Southeastern Anatolia

#### 9.5.1 Overview

#### 9.5.2 Historical and Current Market Trends (2020-2025)

#### 9.5.3 Market Breakup by Disorder

#### 9.5.4 Market Breakup by Service

#### 9.5.5 Market Breakup by Age Group

#### 9.5.6 Key Players

#### 9.5.7 Market Forecast (2026-2034)

### 9.6 Blacksea

#### 9.6.1 Overview

#### 9.6.2 Historical and Current Market Trends (2020-2025)

#### 9.6.3 Market Breakup by Disorder

#### 9.6.4 Market Breakup by Service

#### 9.6.5 Market Breakup by Age Group

#### 9.6.6 Key Players

#### 9.6.7 Market Forecast (2026-2034)

### 9.7 Eastern Anatolia

#### 9.7.1 Overview

#### 9.7.2 Historical and Current Market Trends (2020-2025)

#### 9.7.3 Market Breakup by Disorder

#### 9.7.4 Market Breakup by Service

9.7.5 Market Breakup by Age Group

9.7.6 Key Players

9.7.7 Market Forecast (2026-2034)

## **10 TURKEY MENTAL HEALTH MARKET – COMPETITIVE LANDSCAPE**

10.1 Overview

10.2 Market Structure

10.3 Market Player Positioning

10.4 Top Winning Strategies

10.5 Competitive Dashboard

10.6 Company Evaluation Quadrant

## **11 PROFILES OF KEY PLAYERS**

11.1 Company A

11.1.1 Business Overview

11.1.2 Services Offered

11.1.3 Business Strategies

11.1.4 SWOT Analysis

11.1.5 Major News and Events

11.2 Company B

11.2.1 Business Overview

11.2.2 Services Offered

11.2.3 Business Strategies

11.2.4 SWOT Analysis

11.2.5 Major News and Events

11.3 Company C

11.3.1 Business Overview

11.3.2 Services Offered

11.3.3 Business Strategies

11.3.4 SWOT Analysis

11.3.5 Major News and Events

11.4 Company D

11.4.1 Business Overview

11.4.2 Services Offered

11.4.3 Business Strategies

11.4.4 SWOT Analysis

11.4.5 Major News and Events

## 11.5 Company E

### 11.5.1 Business Overview

### 11.5.2 Services Offered

### 11.5.3 Business Strategies

### 11.5.4 SWOT Analysis

### 11.5.5 Major News and Events

## 12 TURKEY MENTAL HEALTH MARKET - INDUSTRY ANALYSIS

### 12.1 Drivers, Restraints, and Opportunities

#### 12.1.1 Overview

#### 12.1.2 Drivers

#### 12.1.3 Restraints

#### 12.1.4 Opportunities

### 12.2 Porters Five Forces Analysis

#### 12.2.1 Overview

#### 12.2.2 Bargaining Power of Buyers

#### 12.2.3 Bargaining Power of Suppliers

#### 12.2.4 Degree of Competition

#### 12.2.5 Threat of New Entrants

#### 12.2.6 Threat of Substitutes

### 12.3 Value Chain Analysis

## 13 APPENDIX

## I would like to order

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