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# Global AI-Enabled Behavioral Therapy Market Growth (Status and Outlook) 2026-2032

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## Abstracts

The global AI-Enabled Behavioral Therapy market size is predicted to grow from US$ 1164 million in 2025 to US$ 2449 million in 2032; it is expected to grow at a CAGR of 11.4% from 2026 to 2032.

AI-Enabled Behavioral Therapy is an emerging digital therapeutic approach that integrates artificial intelligence technologies with behavioral and psychological intervention methods. It utilizes natural language processing, emotion recognition, machine learning, and personalized algorithms to analyze and model patients' speech, facial expressions, voice, and behavioral patterns, thereby supporting therapies such as Cognitive Behavioral Therapy (CBT), exposure therapy, and mindfulness-based interventions. AI systems can provide real-time psychological monitoring and individualized feedback through virtual therapists, chatbots, or intelligent applications, enhancing patient adherence and treatment outcomes. This technology is increasingly applied in managing anxiety, depression, PTSD, addiction, and developmental disorders, marking a key innovation in the digital mental health sector.The average gross profit margin of this product is 32%.

The growth of the AI-Enabled Behavioral Therapy market is primarily driven by the rising global demand for mental health care and the maturation of digital therapeutic technologies. As the prevalence of mental disorders increases and psychological counseling resources remain limited, AI-based therapies serve as a critical bridge to close the care gap. Advances in AI algorithms—particularly in voice recognition, emotion analysis, and conversational systems—have significantly enhanced treatment accessibility and precision. Furthermore, growing regulatory acceptance of Digital Therapeutics (DTx) and gradual inclusion in reimbursement frameworks are expanding the market's potential. Cross-sector collaborations, commercialization of AI-driven

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therapy platforms, and integration with wearable technologies are transforming these tools from supportive solutions into clinically validated therapeutic modalities.

Despite its promising outlook, AI-Enabled Behavioral Therapy faces significant challenges. Data privacy and ethical concerns are paramount, as the collection of patient speech, facial, and emotional data requires stringent protection and compliance frameworks. Biases in AI emotion recognition models and limited cultural adaptability can undermine therapeutic reliability. Moreover, the clinical validation process remains incomplete, with varying regulatory standards across countries restricting global scalability. Adoption barriers persist among healthcare professionals and patients due to entrenched preferences for traditional therapy methods. Additionally, the high cost of technological innovation and continuous system updates poses financial strain on smaller market participants.

Downstream demand for AI-Enabled Behavioral Therapy is becoming increasingly diversified and clinically integrated. Individual users are seeking accessible, low-cost, and anonymous AI mental health solutions, particularly for anxiety, mild depression, and adolescent interventions. Healthcare institutions are incorporating AI-based therapies into mental rehabilitation and chronic disease management systems to assist therapists in diagnosis and outcome assessment. Insurance companies and corporate wellness programs are adopting AI therapy as part of employee health initiatives. Moreover, integration with virtual reality (VR), electroencephalography (EEG), and wearable devices is transforming AI behavioral therapy from a single-point intervention into a comprehensive behavioral health management ecosystem.

The upstream ecosystem of AI-Enabled Behavioral Therapy consists primarily of algorithmic models, voice and emotion recognition engines, cloud computing infrastructure, and medical-grade sensors or wearables. High-quality algorithms and datasets form the foundation of performance, determining the precision of emotion detection and language comprehension. Voice and imaging devices serve as data input sources, while cloud-based computing and secure databases support model training and patient data management. The rapid adoption of medical-grade wearables, smartphones, and virtual reality interfaces has expanded real-time monitoring and interactive capabilities, enabling continuous learning and personalized feedback—thus driving a synergistic evolution between upstream innovation and downstream application.

## Report Scope

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LPI (LP Information)' newest research report, the “AI-Enabled Behavioral Therapy Industry Forecast” looks at past sales and reviews total world AI-Enabled Behavioral Therapy sales in 2025, providing a comprehensive analysis by region and market sector of projected AI-Enabled Behavioral Therapy sales for 2026 through 2032. With AI-Enabled Behavioral Therapy sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US$ millions of the world AI-Enabled Behavioral Therapy industry.

This Insight Report provides a comprehensive analysis of the global AI-Enabled Behavioral Therapy landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyses the strategies of leading global companies with a focus on AI-Enabled Behavioral Therapy portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms’ unique position in an accelerating global AI-Enabled Behavioral Therapy market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for AI-Enabled Behavioral Therapy and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global AI-Enabled Behavioral Therapy.

This report presents a comprehensive overview, market shares, and growth opportunities of AI-Enabled Behavioral Therapy market by product type, application, key players and key regions and countries.

## Market Segmentation

### Segmentation by Type:

AI Therapy Chatbots & Virtual Companions

Cognitive Behavioral Therapy Apps

AI-Driven Biofeedback Devices

AI-Powered Sleep & Stress Management Tools

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Emotion Recognition & Monitoring Systems

## Segmentation by Service Model:

AI-Only Self-Help Platforms

Hybrid Human-AI Therapy

Subscription-Based Digital Therapeutics

## Segmentation by Target Population:

Adults with Anxiety/Depression

Children and Adolescents with Behavioral Disorders

Elderly with Cognitive Decline

## Segmentation by Application:

Individuals (B2C Apps)

Mental Health Clinics/Hospitals

Corporate Wellness Providers

Other

This report also splits the market by region:

Americas

United States

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- Canada
- Mexico
- Brazil

APAC

- China
- Japan
- Korea
- Southeast Asia
- India
- Australia

Europe

- Germany
- France
- UK
- Italy
- Russia

Middle East & Africa

- Egypt
- South Africa

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Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analyzing the company's coverage, product portfolio, its market penetration.

Woebot Health

Wysa

Replika AI

Youper Inc.

Talkspace Inc.

X2AI (Tess)

Ellipsis Health

Limbic

Kintsugi

XRHealth

SilverCloud Health

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# Contents

## 1 SCOPE OF THE REPORT

1.1 Market Introduction
1.2 Years Considered
1.3 Research Objectives
1.4 Market Research Methodology
1.5 Research Process and Data Source
1.6 Economic Indicators
1.7 Currency Considered
1.8 Market Estimation Caveats

## 2 EXECUTIVE SUMMARY

2.1 World Market Overview
  2.1.1 Global AI-Enabled Behavioral Therapy Market Size (2021-2032)
  2.1.2 AI-Enabled Behavioral Therapy Market Size CAGR by Region (2021 VS 2025 VS 2032)
  2.1.3 World Current & Future Analysis for AI-Enabled Behavioral Therapy by Country/Region (2021, 2025 & 2032)
2.2 AI-Enabled Behavioral Therapy Segment by Type
  2.2.1 AI Therapy Chatbots & Virtual Companions
  2.2.2 Cognitive Behavioral Therapy Apps
  2.2.3 AI-Driven Biofeedback Devices
  2.2.4 AI-Powered Sleep & Stress Management Tools
  2.2.5 Emotion Recognition & Monitoring Systems
  2.2.6 AI-Enabled Behavioral Therapy Market Size by Type
    2.2.6.1 AI-Enabled Behavioral Therapy Market Size CAGR by Type (2021 VS 2025 VS 2032)
    2.2.6.2 Global AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
2.3 AI-Enabled Behavioral Therapy Segment by Service Model
  2.3.1 AI-Only Self-Help Platforms
  2.3.2 Hybrid Human-AI Therapy
  2.3.3 Subscription-Based Digital Therapeutics
  2.3.4 AI-Enabled Behavioral Therapy Market Size by Service Model
    2.3.4.1 AI-Enabled Behavioral Therapy Market Size CAGR by Service Model (2021 VS 2025 VS 2032)

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2.3.4.2 Global AI-Enabled Behavioral Therapy Market Size Market Share by Service Model (2021-2026)
2.4 AI-Enabled Behavioral Therapy Segment by Target Population
2.4.1 Adults with Anxiety/Depression
2.4.2 Children and Adolescents with Behavioral Disorders
2.4.3 Elderly with Cognitive Decline
2.4.4 AI-Enabled Behavioral Therapy Market Size by Target Population
2.4.4.1 AI-Enabled Behavioral Therapy Market Size CAGR by Target Population (2021 VS 2025 VS 2032)
2.4.4.2 Global AI-Enabled Behavioral Therapy Market Size Market Share by Target Population (2021-2026)
2.5 AI-Enabled Behavioral Therapy Segment by Application
2.5.1 Individuals (B2C Apps)
2.5.2 Mental Health Clinics/Hospitals
2.5.3 Corporate Wellness Providers
2.5.4 Other
2.5.5 AI-Enabled Behavioral Therapy Market Size by Application
2.5.5.1 AI-Enabled Behavioral Therapy Market Size CAGR by Application (2021 VS 2025 VS 2032)
2.5.5.2 Global AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)

## 3 AI-ENABLED BEHAVIORAL THERAPY MARKET SIZE BY PLAYER

3.1 AI-Enabled Behavioral Therapy Market Size Market Share by Player
3.1.1 Global AI-Enabled Behavioral Therapy Revenue by Player (2021-2026)
3.1.2 Global AI-Enabled Behavioral Therapy Revenue Market Share by Player (2021-2026)
3.2 Global AI-Enabled Behavioral Therapy Key Players Head office and Products Offered
3.3 Market Concentration Rate Analysis
3.3.1 Competition Landscape Analysis
3.3.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
3.4 New Products and Potential Entrants
3.5 Mergers & Acquisitions, Expansion

## 4 AI-ENABLED BEHAVIORAL THERAPY BY REGION

4.1 AI-Enabled Behavioral Therapy Market Size by Region (2021-2026)

+357 96 030922
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4.2 Global AI-Enabled Behavioral Therapy Annual Revenue by Country/Region (2021-2026)
4.3 Americas AI-Enabled Behavioral Therapy Market Size Growth (2021-2026)
4.4 APAC AI-Enabled Behavioral Therapy Market Size Growth (2021-2026)
4.5 Europe AI-Enabled Behavioral Therapy Market Size Growth (2021-2026)
4.6 Middle East & Africa AI-Enabled Behavioral Therapy Market Size Growth (2021-2026)

**5 AMERICAS**

5.1 Americas AI-Enabled Behavioral Therapy Market Size by Country (2021-2026)
5.2 Americas AI-Enabled Behavioral Therapy Market Size by Type (2021-2026)
5.3 Americas AI-Enabled Behavioral Therapy Market Size by Application (2021-2026)
5.4 United States
5.5 Canada
5.6 Mexico
5.7 Brazil

**6 APAC**

6.1 APAC AI-Enabled Behavioral Therapy Market Size by Region (2021-2026)
6.2 APAC AI-Enabled Behavioral Therapy Market Size by Type (2021-2026)
6.3 APAC AI-Enabled Behavioral Therapy Market Size by Application (2021-2026)
6.4 China
6.5 Japan
6.6 South Korea
6.7 Southeast Asia
6.8 India
6.9 Australia

**7 EUROPE**

7.1 Europe AI-Enabled Behavioral Therapy Market Size by Country (2021-2026)
7.2 Europe AI-Enabled Behavioral Therapy Market Size by Type (2021-2026)
7.3 Europe AI-Enabled Behavioral Therapy Market Size by Application (2021-2026)
7.4 Germany
7.5 France
7.6 UK
7.7 Italy

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7.8 Russia

**8 MIDDLE EAST & AFRICA**

8.1 Middle East & Africa AI-Enabled Behavioral Therapy by Region (2021-2026)
8.2 Middle East & Africa AI-Enabled Behavioral Therapy Market Size by Type (2021-2026)
8.3 Middle East & Africa AI-Enabled Behavioral Therapy Market Size by Application (2021-2026)
8.4 Egypt
8.5 South Africa
8.6 Israel
8.7 Turkey
8.8 GCC Countries

**9 MARKET DRIVERS, CHALLENGES AND TRENDS**

9.1 Market Drivers & Growth Opportunities
9.2 Market Challenges & Risks
9.3 Industry Trends

**10 GLOBAL AI-ENABLED BEHAVIORAL THERAPY MARKET FORECAST**

10.1 Global AI-Enabled Behavioral Therapy Forecast by Region (2027-2032)
  10.1.1 Global AI-Enabled Behavioral Therapy Forecast by Region (2027-2032)
  10.1.2 Americas AI-Enabled Behavioral Therapy Forecast
  10.1.3 APAC AI-Enabled Behavioral Therapy Forecast
  10.1.4 Europe AI-Enabled Behavioral Therapy Forecast
  10.1.5 Middle East & Africa AI-Enabled Behavioral Therapy Forecast
10.2 Americas AI-Enabled Behavioral Therapy Forecast by Country (2027-2032)
  10.2.1 United States Market AI-Enabled Behavioral Therapy Forecast
  10.2.2 Canada Market AI-Enabled Behavioral Therapy Forecast
  10.2.3 Mexico Market AI-Enabled Behavioral Therapy Forecast
  10.2.4 Brazil Market AI-Enabled Behavioral Therapy Forecast
10.3 APAC AI-Enabled Behavioral Therapy Forecast by Region (2027-2032)
  10.3.1 China AI-Enabled Behavioral Therapy Market Forecast
  10.3.2 Japan Market AI-Enabled Behavioral Therapy Forecast
  10.3.3 Korea Market AI-Enabled Behavioral Therapy Forecast
  10.3.4 Southeast Asia Market AI-Enabled Behavioral Therapy Forecast

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10.3.5 India Market AI-Enabled Behavioral Therapy Forecast
10.3.6 Australia Market AI-Enabled Behavioral Therapy Forecast
10.4 Europe AI-Enabled Behavioral Therapy Forecast by Country (2027-2032)
10.4.1 Germany Market AI-Enabled Behavioral Therapy Forecast
10.4.2 France Market AI-Enabled Behavioral Therapy Forecast
10.4.3 UK Market AI-Enabled Behavioral Therapy Forecast
10.4.4 Italy Market AI-Enabled Behavioral Therapy Forecast
10.4.5 Russia Market AI-Enabled Behavioral Therapy Forecast
10.5 Middle East & Africa AI-Enabled Behavioral Therapy Forecast by Region (2027-2032)
10.5.1 Egypt Market AI-Enabled Behavioral Therapy Forecast
10.5.2 South Africa Market AI-Enabled Behavioral Therapy Forecast
10.5.3 Israel Market AI-Enabled Behavioral Therapy Forecast
10.5.4 Turkey Market AI-Enabled Behavioral Therapy Forecast
10.6 Global AI-Enabled Behavioral Therapy Forecast by Type (2027-2032)
10.7 Global AI-Enabled Behavioral Therapy Forecast by Application (2027-2032)
10.7.1 GCC Countries Market AI-Enabled Behavioral Therapy Forecast

## 11 KEY PLAYERS ANALYSIS

11.1 Woebot Health
11.1.1 Woebot Health Company Information
11.1.2 Woebot Health AI-Enabled Behavioral Therapy Product Offered
11.1.3 Woebot Health AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.1.4 Woebot Health Main Business Overview
11.1.5 Woebot Health Latest Developments
11.2 Wysa
11.2.1 Wysa Company Information
11.2.2 Wysa AI-Enabled Behavioral Therapy Product Offered
11.2.3 Wysa AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.2.4 Wysa Main Business Overview
11.2.5 Wysa Latest Developments
11.3 Replika AI
11.3.1 Replika AI Company Information
11.3.2 Replika AI AI-Enabled Behavioral Therapy Product Offered
11.3.3 Replika AI AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)

+357 96 030922
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11.3.4 Replika AI Main Business Overview
11.3.5 Replika AI Latest Developments
11.4 Youper Inc.
11.4.1 Youper Inc. Company Information
11.4.2 Youper Inc. AI-Enabled Behavioral Therapy Product Offered
11.4.3 Youper Inc. AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.4.4 Youper Inc. Main Business Overview
11.4.5 Youper Inc. Latest Developments
11.5 Talkspace Inc.
11.5.1 Talkspace Inc. Company Information
11.5.2 Talkspace Inc. AI-Enabled Behavioral Therapy Product Offered
11.5.3 Talkspace Inc. AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.5.4 Talkspace Inc. Main Business Overview
11.5.5 Talkspace Inc. Latest Developments
11.6 X2AI (Tess)
11.6.1 X2AI (Tess) Company Information
11.6.2 X2AI (Tess) AI-Enabled Behavioral Therapy Product Offered
11.6.3 X2AI (Tess) AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.6.4 X2AI (Tess) Main Business Overview
11.6.5 X2AI (Tess) Latest Developments
11.7 Ellipsis Health
11.7.1 Ellipsis Health Company Information
11.7.2 Ellipsis Health AI-Enabled Behavioral Therapy Product Offered
11.7.3 Ellipsis Health AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.7.4 Ellipsis Health Main Business Overview
11.7.5 Ellipsis Health Latest Developments
11.8 Limbic
11.8.1 Limbic Company Information
11.8.2 Limbic AI-Enabled Behavioral Therapy Product Offered
11.8.3 Limbic AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.8.4 Limbic Main Business Overview
11.8.5 Limbic Latest Developments
11.9 Kintsugi
11.9.1 Kintsugi Company Information

+357 96 030922
info@marketpublishers.com

11.9.2 Kintsugi AI-Enabled Behavioral Therapy Product Offered
11.9.3 Kintsugi AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.9.4 Kintsugi Main Business Overview
11.9.5 Kintsugi Latest Developments
11.10 XRHealth
11.10.1 XRHealth Company Information
11.10.2 XRHealth AI-Enabled Behavioral Therapy Product Offered
11.10.3 XRHealth AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.10.4 XRHealth Main Business Overview
11.10.5 XRHealth Latest Developments
11.11 SilverCloud Health
11.11.1 SilverCloud Health Company Information
11.11.2 SilverCloud Health AI-Enabled Behavioral Therapy Product Offered
11.11.3 SilverCloud Health AI-Enabled Behavioral Therapy Revenue, Gross Margin and Market Share (2021-2026)
11.11.4 SilverCloud Health Main Business Overview
11.11.5 SilverCloud Health Latest Developments

**12 RESEARCH FINDINGS AND CONCLUSION**

+357 96 030922
info@marketpublishers.com

# List Of Tables

## LIST OF TABLES

Table 1. AI-Enabled Behavioral Therapy Market Size CAGR by Region (2021 VS 2025 VS 2032) & ($ millions)
Table 2. AI-Enabled Behavioral Therapy Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & ($ millions)
Table 3. Major Players of AI Therapy Chatbots & Virtual Companions
Table 4. Major Players of Cognitive Behavioral Therapy Apps
Table 5. Major Players of AI-Driven Biofeedback Devices
Table 6. Major Players of AI-Powered Sleep & Stress Management Tools
Table 7. Major Players of Emotion Recognition & Monitoring Systems
Table 8. AI-Enabled Behavioral Therapy Market Size CAGR by Type (2021 VS 2025 VS 2032) & ($ millions)
Table 9. Global AI-Enabled Behavioral Therapy Market Size by Type (2021-2026) & ($ millions)
Table 10. Global AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
Table 11. Major Players of AI-Only Self-Help Platforms
Table 12. Major Players of Hybrid Human-AI Therapy
Table 13. Major Players of Subscription-Based Digital Therapeutics
Table 14. AI-Enabled Behavioral Therapy Market Size CAGR by Service Model (2021 VS 2025 VS 2032) & ($ millions)
Table 15. Global AI-Enabled Behavioral Therapy Market Size by Service Model (2021-2026) & ($ millions)
Table 16. Global AI-Enabled Behavioral Therapy Market Size Market Share by Service Model (2021-2026)
Table 17. Major Players of Adults with Anxiety/Depression
Table 18. Major Players of Children and Adolescents with Behavioral Disorders
Table 19. Major Players of Elderly with Cognitive Decline
Table 20. AI-Enabled Behavioral Therapy Market Size CAGR by Target Population (2021 VS 2025 VS 2032) & ($ millions)
Table 21. Global AI-Enabled Behavioral Therapy Market Size by Target Population (2021-2026) & ($ millions)
Table 22. Global AI-Enabled Behavioral Therapy Market Size Market Share by Target Population (2021-2026)
Table 23. AI-Enabled Behavioral Therapy Market Size CAGR by Application (2021 VS 2025 VS 2032) & ($ millions)

+357 96 030922
info@marketpublishers.com

Table 24. Global AI-Enabled Behavioral Therapy Market Size by Application (2021-2026) & ($ millions)
Table 25. Global AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)
Table 26. Global AI-Enabled Behavioral Therapy Revenue by Player (2021-2026) & ($ millions)
Table 27. Global AI-Enabled Behavioral Therapy Revenue Market Share by Player (2021-2026)
Table 28. AI-Enabled Behavioral Therapy Key Players Head office and Products Offered
Table 29. AI-Enabled Behavioral Therapy Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
Table 30. New Products and Potential Entrants
Table 31. Mergers & Acquisitions, Expansion
Table 32. Global AI-Enabled Behavioral Therapy Market Size by Region (2021-2026) & ($ millions)
Table 33. Global AI-Enabled Behavioral Therapy Market Size Market Share by Region (2021-2026)
Table 34. Global AI-Enabled Behavioral Therapy Revenue by Country/Region (2021-2026) & ($ millions)
Table 35. Global AI-Enabled Behavioral Therapy Revenue Market Share by Country/Region (2021-2026)
Table 36. Americas AI-Enabled Behavioral Therapy Market Size by Country (2021-2026) & ($ millions)
Table 37. Americas AI-Enabled Behavioral Therapy Market Size Market Share by Country (2021-2026)
Table 38. Americas AI-Enabled Behavioral Therapy Market Size by Type (2021-2026) & ($ millions)
Table 39. Americas AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
Table 40. Americas AI-Enabled Behavioral Therapy Market Size by Application (2021-2026) & ($ millions)
Table 41. Americas AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)
Table 42. APAC AI-Enabled Behavioral Therapy Market Size by Region (2021-2026) & ($ millions)
Table 43. APAC AI-Enabled Behavioral Therapy Market Size Market Share by Region (2021-2026)
Table 44. APAC AI-Enabled Behavioral Therapy Market Size by Type (2021-2026) & ($

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millions)
Table 45. APAC AI-Enabled Behavioral Therapy Market Size by Application (2021-2026) & ($ millions)
Table 46. Europe AI-Enabled Behavioral Therapy Market Size by Country (2021-2026) & ($ millions)
Table 47. Europe AI-Enabled Behavioral Therapy Market Size Market Share by Country (2021-2026)
Table 48. Europe AI-Enabled Behavioral Therapy Market Size by Type (2021-2026) & ($ millions)
Table 49. Europe AI-Enabled Behavioral Therapy Market Size by Application (2021-2026) & ($ millions)
Table 50. Middle East & Africa AI-Enabled Behavioral Therapy Market Size by Region (2021-2026) & ($ millions)
Table 51. Middle East & Africa AI-Enabled Behavioral Therapy Market Size by Type (2021-2026) & ($ millions)
Table 52. Middle East & Africa AI-Enabled Behavioral Therapy Market Size by Application (2021-2026) & ($ millions)
Table 53. Key Market Drivers & Growth Opportunities of AI-Enabled Behavioral Therapy
Table 54. Key Market Challenges & Risks of AI-Enabled Behavioral Therapy
Table 55. Key Industry Trends of AI-Enabled Behavioral Therapy
Table 56. Global AI-Enabled Behavioral Therapy Market Size Forecast by Region (2027-2032) & ($ millions)
Table 57. Global AI-Enabled Behavioral Therapy Market Size Market Share Forecast by Region (2027-2032)
Table 58. Global AI-Enabled Behavioral Therapy Market Size Forecast by Type (2027-2032) & ($ millions)
Table 59. Global AI-Enabled Behavioral Therapy Market Size Forecast by Application (2027-2032) & ($ millions)
Table 60. Woebot Health Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 61. Woebot Health AI-Enabled Behavioral Therapy Product Offered
Table 62. Woebot Health AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 63. Woebot Health Main Business
Table 64. Woebot Health Latest Developments
Table 65. Wysa Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 66. Wysa AI-Enabled Behavioral Therapy Product Offered
Table 67. Wysa AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and

+357 96 030922
info@marketpublishers.com

Market Share (2021-2026)
Table 68. Wysa Main Business
Table 69. Wysa Latest Developments
Table 70. Replika AI Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 71. Replika AI AI-Enabled Behavioral Therapy Product Offered
Table 72. Replika AI AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 73. Replika AI Main Business
Table 74. Replika AI Latest Developments
Table 75. Youper Inc. Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 76. Youper Inc. AI-Enabled Behavioral Therapy Product Offered
Table 77. Youper Inc. AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 78. Youper Inc. Main Business
Table 79. Youper Inc. Latest Developments
Table 80. Talkspace Inc. Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 81. Talkspace Inc. AI-Enabled Behavioral Therapy Product Offered
Table 82. Talkspace Inc. AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 83. Talkspace Inc. Main Business
Table 84. Talkspace Inc. Latest Developments
Table 85. X2AI (Tess) Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 86. X2AI (Tess) AI-Enabled Behavioral Therapy Product Offered
Table 87. X2AI (Tess) AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 88. X2AI (Tess) Main Business
Table 89. X2AI (Tess) Latest Developments
Table 90. Ellipsis Health Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 91. Ellipsis Health AI-Enabled Behavioral Therapy Product Offered
Table 92. Ellipsis Health AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 93. Ellipsis Health Main Business
Table 94. Ellipsis Health Latest Developments
Table 95. Limbic Details, Company Type, AI-Enabled Behavioral Therapy Area Served

+357 96 030922
info@marketpublishers.com

and Its Competitors
Table 96. Limbic AI-Enabled Behavioral Therapy Product Offered
Table 97. Limbic AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 98. Limbic Main Business
Table 99. Limbic Latest Developments
Table 100. Kintsugi Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 101. Kintsugi AI-Enabled Behavioral Therapy Product Offered
Table 102. Kintsugi AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 103. Kintsugi Main Business
Table 104. Kintsugi Latest Developments
Table 105. XRHealth Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 106. XRHealth AI-Enabled Behavioral Therapy Product Offered
Table 107. XRHealth AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 108. XRHealth Main Business
Table 109. XRHealth Latest Developments
Table 110. SilverCloud Health Details, Company Type, AI-Enabled Behavioral Therapy Area Served and Its Competitors
Table 111. SilverCloud Health AI-Enabled Behavioral Therapy Product Offered
Table 112. SilverCloud Health AI-Enabled Behavioral Therapy Revenue ($ million), Gross Margin and Market Share (2021-2026)
Table 113. SilverCloud Health Main Business
Table 114. SilverCloud Health Latest Developments

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# List Of Figures

## LIST OF FIGURES

Figure 1. AI-Enabled Behavioral Therapy Report Years Considered
Figure 2. Research Objectives
Figure 3. Research Methodology
Figure 4. Research Process and Data Source
Figure 5. Global AI-Enabled Behavioral Therapy Market Size Growth Rate (2021-2032) ($ millions)
Figure 6. AI-Enabled Behavioral Therapy Sales by Geographic Region (2021, 2025 & 2032) & ($ millions)
Figure 7. AI-Enabled Behavioral Therapy Sales Market Share by Country/Region (2025)
Figure 8. AI-Enabled Behavioral Therapy Sales Market Share by Country/Region (2021, 2025 & 2032)
Figure 9. Global AI-Enabled Behavioral Therapy Market Size Market Share by Type in 2025
Figure 10. Global AI-Enabled Behavioral Therapy Market Size Market Share by Service Model in 2025
Figure 11. Global AI-Enabled Behavioral Therapy Market Size Market Share by Target Population in 2025
Figure 12. AI-Enabled Behavioral Therapy in Individuals (B2C Apps)
Figure 13. Global AI-Enabled Behavioral Therapy Market: Individuals (B2C Apps) (2021-2026) & ($ millions)
Figure 14. AI-Enabled Behavioral Therapy in Mental Health Clinics/Hospitals
Figure 15. Global AI-Enabled Behavioral Therapy Market: Mental Health Clinics/Hospitals (2021-2026) & ($ millions)
Figure 16. AI-Enabled Behavioral Therapy in Corporate Wellness Providers
Figure 17. Global AI-Enabled Behavioral Therapy Market: Corporate Wellness Providers (2021-2026) & ($ millions)
Figure 18. AI-Enabled Behavioral Therapy in Other
Figure 19. Global AI-Enabled Behavioral Therapy Market: Other (2021-2026) & ($ millions)
Figure 20. Global AI-Enabled Behavioral Therapy Market Size Market Share by Application in 2025
Figure 21. Global AI-Enabled Behavioral Therapy Revenue Market Share by Player in 2025
Figure 22. Global AI-Enabled Behavioral Therapy Market Size Market Share by Region (2021-2026)

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Figure 23. Americas AI-Enabled Behavioral Therapy Market Size 2021-2026 ($ millions)
Figure 24. APAC AI-Enabled Behavioral Therapy Market Size 2021-2026 ($ millions)
Figure 25. Europe AI-Enabled Behavioral Therapy Market Size 2021-2026 ($ millions)
Figure 26. Middle East & Africa AI-Enabled Behavioral Therapy Market Size 2021-2026 ($ millions)
Figure 27. Americas AI-Enabled Behavioral Therapy Value Market Share by Country in 2025
Figure 28. United States AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 29. Canada AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 30. Mexico AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 31. Brazil AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 32. APAC AI-Enabled Behavioral Therapy Market Size Market Share by Region in 2025
Figure 33. APAC AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
Figure 34. APAC AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)
Figure 35. China AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 36. Japan AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 37. South Korea AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 38. Southeast Asia AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 39. India AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 40. Australia AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 41. Europe AI-Enabled Behavioral Therapy Market Size Market Share by Country in 2025
Figure 42. Europe AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
Figure 43. Europe AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)

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Figure 44. Germany AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 45. France AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 46. UK AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 47. Italy AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 48. Russia AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 49. Middle East & Africa AI-Enabled Behavioral Therapy Market Size Market Share by Region (2021-2026)
Figure 50. Middle East & Africa AI-Enabled Behavioral Therapy Market Size Market Share by Type (2021-2026)
Figure 51. Middle East & Africa AI-Enabled Behavioral Therapy Market Size Market Share by Application (2021-2026)
Figure 52. Egypt AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 53. South Africa AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 54. Israel AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 55. Turkey AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 56. GCC Countries AI-Enabled Behavioral Therapy Market Size Growth 2021-2026 ($ millions)
Figure 57. Americas AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 58. APAC AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 59. Europe AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 60. Middle East & Africa AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 61. United States AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 62. Canada AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 63. Mexico AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 64. Brazil AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 65. China AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 66. Japan AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 67. Korea AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)

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Figure 68. Southeast Asia AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 69. India AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 70. Australia AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 71. Germany AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 72. France AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 73. UK AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 74. Italy AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 75. Russia AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 76. Egypt AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 77. South Africa AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 78. Israel AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 79. Turkey AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)
Figure 80. Global AI-Enabled Behavioral Therapy Market Size Market Share Forecast by Type (2027-2032)
Figure 81. Global AI-Enabled Behavioral Therapy Market Size Market Share Forecast by Application (2027-2032)
Figure 82. GCC Countries AI-Enabled Behavioral Therapy Market Size 2027-2032 ($ millions)

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