

Global Doula Care Service Market Growth (Status and Outlook) 2026-2032

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Abstracts

The global Doula Care Service market size is predicted to grow from US\$ 1200 million in 2025 to US\$ 1806 million in 2032; it is expected to grow at a CAGR of 6.0% from 2026 to 2032.

To address the issues of insufficient emotional support, high anxiety, and poor childbirth experience for mothers during traditional delivery processes, doula services emerged. Since their inception in the 1980s, the field of obstetric nursing has developed significantly. Currently, doula services encompass prenatal guidance, intrapartum support, and postpartum care, and are widely used in hospital obstetrics departments, maternal and child health institutions, and home births, significantly improving the childbirth experience and maternal and infant health.

Doula services, through the dual empowerment of 'medical safety + humanistic care,' are reshaping the value coordinates of the childbirth experience. In the future, with policy support, technological advancements, and industry collaboration, doula services will upgrade towards a 'full-cycle, intelligent, and ecological' approach: prenatal personalized assessments using AI to develop plans, intrapartum optimization through intelligent monitoring and remote guidance, and postpartum extension to postpartum rehabilitation and mental health support.

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

This Insight Report provides a comprehensive analysis of the global Doula Care Service 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 Doula Care Service portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Doula Care Service market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Doula Care Service 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 Doula Care Service.

This report presents a comprehensive overview, market shares, and growth opportunities of Doula Care Service market by product type, application, key players and key regions and countries.

Segmentation by Type:

Childbirth Doula

Postpartum Doula

Segmentation by Service Provider:

Doula-led

Medical-nursing Collaborative

Segmentation by Service Target:

Routine Delivery

Specialized Delivery

Segmentation by Application:

Hospital Obstetrics Department

Maternal and Child Health Care

Postpartum Care Center

Domestic Maternal and Child Health Care

Other

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Middle East & Africa

Egypt

South Africa

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.

DONA International

DoulaMatch

Boober

Brood Care

Doula UK

NCT Doula

National Black Doulas Association

CAPPA Directory

ICEA Directory

ToLabor

BirthWorks

Mother?s Care Doula Services

VNA Health Care

Umi Care

love doula

Nashville Doula Services

Philadelphia Doula Care

Doulas of Raleigh

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