

Postpartum Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2024 - 2029)

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Abstracts

The Postpartum Services Market size is estimated at USD 13.74 billion in 2024, and is expected to reach USD 22.60 billion by 2029, growing at a CAGR of 10.46% during the forecast period (2024-2029).

The increasing birth rate, coupled with the importance and awareness of postpartum care, rising maternal age, and complexity during births, are expected to boost market growth during the forecast period.

More births translate to more new mothers needing postpartum care. This includes services like lactation consulting, mental health support, and physical therapy to help recover from childbirth. According to the Eurostat, 3.88 million new births occurred in the European Union in 2022. A high birth rate drives the demand for postpartum services. This benefits new mothers seeking support and the businesses catering to their needs.

Maternal mental health encompasses the biopsychosocial well-being of women during pregnancy, childbirth, and the postpartum period. Postpartum depression, a common condition affecting women after childbirth, is often dismissed or trivialized due to the prevailing societal expectation that mothers should be inherently happy and capable after giving birth. According to the data published by Postpartum Depression.org in March 2024, postpartum depression (PPD) is a mental health condition that affects approximately 1 in 10 women after giving birth in the United States. This can be a broader societal shift toward addressing mental health needs, ultimately increasing awareness of postpartum services that support mothers' emotional well-being, thereby driving the market growth during the forecast period.

As women age, the risk of complications during pregnancy and childbirth increases. This trend is associated with a higher risk of complications like gestational diabetes, preeclampsia, and C-sections. Preeclampsia, a serious pregnancy-related condition, presents a significant threat to both the mother and developing fetus and poses a significant health risk to both mothers and their unborn children. For instance, an article published by Cureus in December 2023 concluded that preeclampsia is a condition that complicates between 2-8% of pregnancies globally. Preeclampsia, a serious pregnancy complication, is defined by the new onset of hypertension, or high blood pressure, after 20 weeks of gestation, accompanied by significant proteinuria or abnormalities from other laboratory tests or clinical results of organ damage.

A rise in postpartum hemorrhage (PPH) cases lead to a greater demand for specialized postpartum care providers skilled in managing and treating PPH. This includes obstetricians, midwives, and nurses trained in hemorrhage control techniques and equipped with the necessary medical supplies. For instance, according to the World Health Organization (WHO) data from May 2023, each year, approximately 14 million women worldwide experienced postpartum hemorrhage (PPH), a life-threatening complication of childbirth characterized by excessive bleeding after delivery. Thus, to prevent and identify PPH early, more comprehensive postpartum monitoring protocols (which come under postpartum services) are needed. Hence, the market is expected to grow during the forecast period.

Recent developments by market players globally are expected to increase the demand for postpartum services, which is expected to boost market growth over the forecast period. For instance, in April 2024, Postpartum Support International (PSI) launched its new mobile application, Connect by PSI. This app was developed as a testament to PSI's unwavering commitment to ensuring all families have the best possible start and offer free resources and support for perinatal mental health disorders (PMHD).

Factors such as the growing burden of birth rate and the importance and awareness of postpartum care, growing cases of preeclampsia, postpartum hemorrhage, increasing maternal age, and market players focusing on developments for postpartum services are expected to boost market growth in the coming years. However, the cost and accessibility of postpartum services, especially in underdeveloped countries, create a significant obstacle to the adoption and effectiveness of postpartum services.

Postpartum Services Market Trends

The Medical Treatment Segment is Expected to Hold a Significant Share in the Market Over the Forecast Period

A woman's body goes through many changes after the delivery of a baby. Many physical and mental health changes need medical intervention to treat conditions, such as medical prescription drugs, counseling, medication delivery, and others. Some of the common postpartum conditions include postpartum depression, anxiety, bleeding, lochia, infection in the bladder and uterus, and postpartum thyroiditis, among others.

Research studies demonstrating the high prevalence of various postpartum diseases and conditions that need medical treatment for mitigation propel the segment's growth. The research studies published in the *Journal of Preventive Medicine and Public Health* in May 2023 reported that the prevalence of postpartum depression significantly varied in the studied population from 2.3% to 22%. The study also suggested that variation depends on factors such as testing procedures, assessment time, cut-off values, and population characteristics. A high prevalence of the problem creates the need for services such as medical counseling, checkups, and medications, propelling the segment's growth.

Research studies highlighting the relationship between health conditions also propel the market segment's growth. For instance, the article published in the *Journal of Universal Studies* in April 2023 reported that mothers with anemia in pregnancy had around 11,253 times higher risk of postpartum hemorrhage than nonanemic mothers. Such studies demonstrate that there is a high need for services such as medical counseling and awareness services in the country during pregnancy and postpartum treatment services. Hence, they are expected to contribute to the growth of the market segment.

Market players are constantly working on postpartum support services, which is expected to increase the market penetration of the services. For instance, in August 2023, Novant Health launched new services for postpartum depression. The program diligently processed approximately 250 patient referrals, all new mothers hailing from various corners of the Novant Health system. These mothers were identified as potentially struggling with mental health challenges through the Edinburgh Postnatal Depression Scale, a validated screening tool. Therefore, by launching service programs, providers make postpartum care more accessible and comprehensive, attracting new clients and propelling segmental growth.

Additionally, the government organization focuses more on maternal care by providing funding, facilities for midwives, and doula services. For instance, in December 2023, the

Centers for Medicare & Medicaid Services (CMS) launched a new Medicaid and Children's Health Insurance Program (CHIP) maternal health model to improve the well-being and health of mothers and their infants. CMS is poised to invest significantly in improving maternal health outcomes and expanding access to care through a new initiative. CMS plans to select up to 15 states to receive up to USD 17 million each to implement a model focused on enhancing maternal health services such as midwives, birth centers, and doula services.

Hence, the high prevalence of various medical conditions such as postpartum depression and postpartum hemorrhage in women, rising funding by the government for maternal health, and service providers focusing on launching new services are expected to drive the growth of the medical treatment segment in the coming years.

North America is Expected to Hold a Significant Market Share Over the Forecast Period

Some of the factors driving market growth in North America include increasing awareness of the importance of postpartum care, the government's rising focus on improving maternal health outcomes, and a rise in postpartum depression (PPD) in the region.

More postpartum depression diagnoses mean more women needing professional help, driving demand for therapy, medication management, and support groups offered through postpartum services. With a growing population affected by postpartum depression, the need for specialized services for mothers with this condition is rising. For instance, postpartum depression affects 13% of all postpartum women, with higher self-reported rates among women of color. Additionally, an article published by the Archives of Women's Mental Health in May 2024 stated that nearly one-quarter (23%) of women in Canada experienced PPD or PPA following childbirth. Thus, with more PPD diagnoses, the demand for specialized services like therapy, medication management, and support groups will rise, further increasing market expansion during the forecast period.

More births directly translate to more new mothers requiring postpartum care. This encompasses a wide range of services that address the physical, emotional, and mental needs of mothers after childbirth. For instance, according to the Centers for Disease Control and Prevention, the number of births in the United States was 3.66 million in 2022. The provisional general fertility rate for the United States in 2022 was 56.1 births

per 1,000 women aged 15-44. Therefore, a rising birth rate in the United States fuels the postpartum service market by creating a surge in demand, boosting awareness of these services, and incentivizing market expansion.

Therefore, owing to factors such as growing awareness for postpartum services, the high birth rate in the region, and a rise in postpartum-related medical conditions, the market in North America is expected to witness significant growth.

Postpartum Services Industry Overview

The postpartum services market is semi-consolidated due to the presence of several companies operating globally as well as regionally. Major players in the market offer a wider range of services beyond traditional postpartum care, such as lactation consulting, mental health counseling, infant massage, and nutrition guidance. They also develop specialized programs for specific needs, such as postpartum depression support groups, twin classes, or breastfeeding support groups for mothers with challenges to expand their presence in the global market. The competitive landscape includes an analysis of a few international and local companies that hold market shares and are well known, including HCA Healthcare, Esther Postpartum Care, UnityPoint Health, The Cochin Birthvillage Pvt. Ltd, and Thomson Medical Group Limited.

Additional Benefits:

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