

Maternal Mental Health Market, 2028- Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Disease Indication (Postpartum Depression, Dysthymia, Pregnancy and Postpartum General Anxiety, Pregnancy and Postpartum OCD, Birth-Related PTSD, Others), By Therapy (Interpersonal Psychotherapy, Antidepressants, Cognitive Behavioral Therapy, others), By Region, By Competition.

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# **Abstracts**

The Global Maternal Mental Health Market achieved a value of USD 5.83 billion in 2022 and is poised for impressive growth, with an anticipated Compound Annual Growth Rate (CAGR) of 11.74% through 2028. Maternal mental health has garnered significant attention in recent years due to its pivotal role in the overall well-being of both mothers and their infants. Mental health challenges during pregnancy and the postpartum period can have profound implications for maternal and child outcomes. As awareness regarding the importance of maternal mental health continues to grow, the global maternal mental health market expands in tandem.

Maternal mental health encompasses a broad spectrum of conditions, including depression, anxiety, bipolar disorder, and post-traumatic stress disorder (PTSD), which can affect women during pregnancy and the postpartum phase. These conditions not only impact the mother's quality of life but can also lead to adverse consequences for the infant, such as preterm birth, low birth weight, and developmental issues.

There is a mounting awareness of maternal mental health issues among healthcare



providers, policymakers, and the general public. This heightened awareness has resulted in enhanced screening and diagnosis processes, thereby propelling market growth. The stigma surrounding mental health issues is gradually diminishing, facilitating pregnant and postpartum women's access to support and care. This cultural shift has contributed to the expansion of the maternal mental health market. Telehealth and digital health solutions have made it more convenient for women to access mental health services remotely, eliminating geographical barriers and broadening the market's reach. Governments in various countries recognize the significance of maternal mental health and are implementing policies and programs to address these concerns, further stimulating market growth. Investment in research and development for new therapies and treatments for maternal mental health conditions is diversifying the market's offerings and potential.

## **Key Market Drivers**

High Prevalence of Maternal Mental Health Disorders is Driving Global Maternal Mental Health Market

The journey to motherhood is often portrayed as a joyful and fulfilling experience, but the reality is that it can be a rollercoaster of emotions, with many women experiencing a wide range of mental health challenges during pregnancy and the postpartum period. The high prevalence of maternal mental health disorders is now driving the global maternal mental health market as awareness grows about the importance of addressing these issues to ensure the well-being of both mothers and their children. Maternal mental health disorders, also known as perinatal mental health disorders, encompass a range of conditions that can affect women during pregnancy and in the year following childbirth. These disorders include Postpartum Depression, Anxiety Disorders, Post-Traumatic Stress Disorder (PTSD), Bipolar Disorder and Psychosis.

Postpartum Depression (PPD) is perhaps the most well-known maternal mental health disorder. It can cause persistent feelings of sadness, hopelessness, and even thoughts of self-harm. Anxiety disorders such as generalized anxiety disorder, panic disorder, and obsessive-compulsive disorder can also manifest during pregnancy and postpartum. They can lead to excessive worry, restlessness, and physical symptoms like heart palpitations. Some women may develop Post-Traumatic Stress Disorder after a traumatic childbirth experience, such as a complicated delivery or an emergency C-section.

Women with bipolar disorder are at greater risk of experiencing mood swings during



pregnancy and postpartum, which can have serious consequences for both mother and child. Although rare, postpartum psychosis is a severe mental health condition that requires immediate medical attention. It involves delusions, hallucinations, and a significant loss of touch with reality.

Healthcare providers are increasingly implementing screening tools and questionnaires to identify women at risk of maternal mental health disorders. Early detection is crucial for timely intervention. Various therapeutic interventions, including psychotherapy and medication, are available to treat maternal mental health disorders. Specialized programs and support groups are also being established to provide holistic care. Public health campaigns and educational initiatives are helping reduce the stigma associated with maternal mental health issues, encouraging more women to seek help. Ongoing research is uncovering new insights into the causes and treatment of these disorders, leading to innovative therapies and interventions.

Growing Demand for Holistic Care is Driving Global Maternal Mental Health Market

Maternal mental health has garnered increasing attention in recent years, as society recognizes the importance of supporting the mental well-being of expectant and new mothers. The global maternal mental health market is experiencing remarkable growth, driven by a growing demand for holistic care to address various mental health disorders during pregnancy and the postpartum period. One of the primary drivers behind the expanding maternal mental health market is the increasing awareness and reduced stigma associated with mental health disorders. In the past, maternal mental health issues were often overlooked or dismissed as typical mood swings during pregnancy or the postpartum period. However, as societies become more informed and understanding about mental health, there is a growing acknowledgment of the unique challenges that pregnant women and new mothers face. Healthcare providers, policymakers, and advocacy groups have played a pivotal role in spreading awareness about maternal mental health. Public figures and celebrities have also shared their personal experiences with postpartum depression and anxiety, helping to destigmatize these conditions. As a result, more women are seeking help and treatment, which drives the demand for maternal mental health services.

Another crucial factor behind the growth of the maternal mental health market is the shift towards a holistic approach to care. Traditionally, maternal health care focused primarily on physical well-being, with limited attention to mental health. However, research has shown that a woman's mental health is intrinsically connected to her physical health and the health of her baby. Healthcare providers are now adopting a



more comprehensive approach, integrating mental health assessments and interventions into routine prenatal and postpartum care. This holistic approach recognizes that addressing mental health issues early can lead to better outcomes for both mother and child. It involves not only medication when necessary but also therapy, support groups, and lifestyle modifications that promote mental well-being.

The digital health revolution has also contributed significantly to the growth of the maternal mental health market. Mobile apps and telehealth platforms provide convenient and accessible resources for pregnant women and new mothers to monitor and manage their mental health. These technologies offer real-time support, self-assessment tools, and virtual therapy sessions, breaking down barriers to accessing care.

The demand for maternal mental health services is not limited to a specific region but is a global phenomenon. Developed countries, such as the United States and European nations, have made significant strides in recognizing and addressing maternal mental health issues. However, developing regions are also experiencing an increased awareness of the importance of maternal mental health. In many low and middle-income countries, maternal mental health services are being integrated into existing maternal and child health programs. This expansion is driven by the recognition that maternal mental health is a crucial component of overall maternal and child well-being.

Key Market Challenges

Stigma and Awareness

One of the primary challenges in maternal mental health is the persistent stigma surrounding mental health issues during pregnancy and postpartum. Many expectant mothers are hesitant to seek help or disclose their mental health struggles due to fear of judgment or societal expectations. This stigma can deter women from seeking timely intervention and support.

To address this challenge, comprehensive awareness campaigns and educational initiatives are essential. Healthcare providers, community organizations, and governments need to work collaboratively to normalize discussions around maternal mental health, emphasizing that seeking help is a sign of strength, not weakness.

Limited Access to Care



Access to mental healthcare services, particularly in low- and middle-income countries, remains a significant challenge. Many women, especially those in rural areas, lack access to mental health professionals, leaving them without proper support during pregnancy and the postpartum period. To tackle this issue, telehealth services and community-based mental health programs can be expanded to reach underserved populations. Governments and NGOs can also invest in training healthcare workers to identify and provide basic mental health support to pregnant and postpartum women.

## **Healthcare Disparities**

Healthcare disparities persist in many regions, affecting the quality of care received by expectant mothers with mental health issues. Ethnic, racial, and socioeconomic disparities can lead to unequal access to resources and support. To address healthcare disparities, policymakers should prioritize equity in maternal mental health services, ensuring that all women, regardless of their background, have access to quality care. This may involve targeted interventions, culturally sensitive programs, and funding for vulnerable populations.

## Lack of Standardized Screening

There is no universally adopted standardized screening tool for maternal mental health. Different healthcare providers and systems may use varied approaches, leading to inconsistencies in identifying and treating maternal mental health conditions. Developing and implementing standardized screening tools and guidelines can help improve early detection and intervention. Collaborative efforts between healthcare professionals and organizations can facilitate the adoption of consistent screening practices.

Integration of Maternal Mental Health into Routine Care

Maternal mental health is often treated as a separate entity from general maternal healthcare. The lack of integration can result in missed opportunities for early intervention and support.

Efforts should be made to integrate mental health screening and support seamlessly into routine prenatal and postpartum care. Healthcare providers need training to recognize the signs of maternal mental health issues and provide appropriate referrals or treatments.

## Research Gaps



Despite the increasing interest in maternal mental health, there are still gaps in our understanding of its causes, risk factors, and effective treatments. More research is needed to fill these gaps and develop evidence-based strategies for prevention and intervention. Investment in research, including longitudinal studies and clinical trials, is crucial to advancing our knowledge of maternal mental health and improving outcomes for affected individuals.

**Key Market Trends** 

# **Technological Advancements**

The global maternal mental health market is rapidly expanding due to the growing recognition of the importance of maternal mental well-being. In recent years, various technological advancements have contributed significantly to this growth. Telemedicine has revolutionized healthcare by allowing expectant and new mothers to access mental health support from the comfort of their homes. With remote monitoring and teletherapy platforms, women can connect with mental health professionals, share their concerns, and receive timely guidance. There is a proliferation of mobile applications and digital tools designed to track and manage maternal mental health. These apps often provide mood tracking, mindfulness exercises, and information on coping strategies. They empower women to actively engage in their mental well-being. Wearable devices such as smartwatches and fitness trackers can monitor vital signs, sleep patterns, and stress levels. These data points can be invaluable in assessing and addressing maternal mental health concerns. Wearables provide real-time insights and enable early intervention when necessary. Al-driven platforms are being used to analyze large datasets related to maternal mental health. By identifying patterns and risk factors, Al can predict the likelihood of mental health issues and facilitate preventive measures. This proactive approach is crucial in improving outcomes. Virtual Reality (VR) Therapy technology is being harnessed to provide immersive therapy experiences for mothers dealing with anxiety or trauma. VR can create controlled environments for exposure therapy, relaxation, and stress reduction, offering a unique and effective form of treatment. Social media and online forums have allowed mothers to connect with each other, share experiences, and seek emotional support. These virtual communities play a vital role in reducing feelings of isolation and stigma associated with maternal mental health challenges.

## Segmental Insights



# Disease Indication Insights

Based on the Disease Indication, the Pregnancy and Postpartum General Anxiety segment emerged as the dominant player in the global market for Maternal Mental Health in 2022. nxiety disorders are common during pregnancy and the postpartum period. Many women experience heightened levels of anxiety due to concerns about their own health, the health of their baby, changes in their body, and the challenges of motherhood. This high prevalence of anxiety in this population could lead to a greater demand for maternal mental health services and products specifically tailored to address anxiety. There has been an increased emphasis on the importance of maternal mental health in recent years. Healthcare providers are more likely to screen pregnant and postpartum individuals for mental health issues, including anxiety disorders. This increased awareness and screening could lead to more diagnoses and treatment options, thus driving growth in the market. Efforts to reduce the stigma associated with mental health issues in pregnancy and postpartum have gained momentum. As stigma diminishes, more individuals may be willing to seek help for their anxiety, further contributing to the growth of the market. Public awareness campaigns about the importance of maternal mental health and the availability of services can also contribute to the dominance of the Pregnancy and Postpartum General Anxiety segment in the market.

## Therapy Insights

The interpersonal psychotherapy segment is projected to experience rapid growth during the forecast period. interpersonal psychotherapy has been shown to be effective in treating perinatal and postpartum mental health issues such as postpartum depression and anxiety. These conditions are common among mothers, and effective treatments are crucial for maternal well-being. It specifically targets interpersonal relationships and social support, which are highly relevant in the context of maternal mental health. Pregnancy and childbirth can bring about significant changes in family dynamics and relationships, making it important to address interpersonal challenges. Interpersonal psychotherapy has a robust body of research supporting its effectiveness in various populations. This evidence base may contribute to its prominence in the maternal mental health field, as healthcare providers and policymakers tend to favor evidence-based treatments. Interpersonal psychotherapy can also be adapted to suit different cultural contexts, which is essential when addressing maternal mental health on a global scale. Recognizing and respecting cultural differences in the experience of motherhood and mental health is crucial. In some regions, Interpersonal psychotherapy may be integrated into healthcare systems or guidelines for maternal care, making it



more accessible and widely used for treating maternal mental health issues.

# Regional Insights

North America emerged as the dominant player in the global Maternal Mental Health market in 2022, holding the largest market share in terms of value. The region has been a hub for medical research and innovation, including in the field of mental health. Leading research institutions and pharmaceutical companies are often based in North America, which can lead to the development of cutting-edge treatments and therapies for maternal mental health. There has been a growing awareness of mental health issues, including maternal mental health, in North America. This has led to increased demand for services and treatments related to maternal mental health, potentially driving market growth. North America, particularly the United States and Canada, has well-developed healthcare infrastructures. This includes a strong network of hospitals, clinics, and healthcare professionals that can support maternal mental health services. Accessibility to healthcare facilities and services is crucial in addressing maternal mental health issues. The presence of comprehensive healthcare insurance systems in North America can make it easier for individuals to access maternal mental health services, as insurance coverage often includes mental health treatment.

| Key Market Players              |  |  |  |  |
|---------------------------------|--|--|--|--|
| Therapy Mama                    |  |  |  |  |
| Canopie                         |  |  |  |  |
| Pfizer Inc                      |  |  |  |  |
| Viatris Inc.                    |  |  |  |  |
| GlaxoSmithKline Inc.            |  |  |  |  |
| Alembic Pharmaceuticals Limited |  |  |  |  |
| Mallinckrodt Inc.               |  |  |  |  |
| Sage Therapeutics, Inc.         |  |  |  |  |

Bausch Health Companies Inc.



| Magellan Health, Inc.  |  |  |
|--|--|--|
| Report Scope:  |  |  |
| In this report, the Global Maternal Mental Health Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below: |  |  |
| Maternal Mental Health Market, By Disease Indication:  |  |  |
| Postpartum Depression  |  |  |
| Dysthymia  |  |  |
| Pregnancy and Postpartum General Anxiety   |  |  |
| Pregnancy and Postpartum OCD   |  |  |
| Birth-Related PTSD   |  |  |
| Others   |  |  |
| Maternal Mental Health Market, By Therapy:   |  |  |
| Interpersonal Psychotherapy  |  |  |
| Antidepressants  |  |  |
| Cognitive Behavioral Therapy   |  |  |
| Others   |  |  |
| Maternal Mental Health Market, By Region:  |  |  |
| North America  |  |  |
| United States  |  |  |



| Canada               |  |
|----------------------|--|
| Mexico               |  |
| Europe               |  |
| France               |  |
| United Kingdom       |  |
| Italy                |  |
| Germany              |  |
| Spain                |  |
| Asia-Pacific         |  |
| China                |  |
| India                |  |
| Japan                |  |
| Australia            |  |
| South Korea          |  |
| South America        |  |
| Brazil               |  |
| Argentina            |  |
| Colombia             |  |
| Middle East & Africa |  |
| South Africa         |  |



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UAE

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Maternal Mental Health Market.

## Available Customizations:

Global Maternal Mental Health market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

# Company Information

Detailed analysis and profiling of additional market players (up to five).



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