

# **Maternal Mental Health Market Size, Trends, Analysis, and Outlook By Disease (Postpartum Depression, Dysthymia, Pregnancy and Postpartum General Anxiety, Pregnancy and Postpartum OCD, Birth-Related PTSD, Others), By Therapy (Antidepressants, Interpersonal Psychotherapy (IPT), Cognitive Behavioral Therapy (CBT), Others), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Maternal Mental Health market size is poised to register 30.47% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Maternal Mental Health market across By Disease (Postpartum Depression, Dysthymia, Pregnancy and Postpartum General Anxiety, Pregnancy and Postpartum OCD, Birth-Related PTSD, Others), By Therapy (Antidepressants, Interpersonal Psychotherapy (IPT), Cognitive Behavioral Therapy (CBT), Others).

The Maternal Mental Health market is experiencing significant growth attributed to the growing awareness about perinatal mental health disorders, increasing screening and diagnostic initiatives, and expanding treatment options and support services for pregnant and postpartum women. Maternal mental health disorders, including depression, anxiety, and postpartum psychosis, affect a significant proportion of women during pregnancy and the postpartum period, posing risks to maternal and infant health outcomes. Factors such as the rising prevalence of perinatal mood and anxiety disorders (PMADs), the impact of socioeconomic factors, life stressors, and traumatic experiences on maternal mental health, and the recognition of maternal mental health

as a public health priority by healthcare organizations and policymakers are driving market expansion. Additionally, the development of specialized screening tools and assessment protocols for early detection and intervention, and the integration of collaborative care models involving obstetricians, midwives, mental health professionals, and community support networks for comprehensive perinatal mental health care are fueling innovation in the market. Moreover, the expansion of telemedicine and digital health solutions for remote monitoring and teletherapy, the implementation of maternal mental health education and awareness campaigns, and the advocacy for policy reforms and funding initiatives to improve access to maternal mental health services are driving market growth. Furthermore, efforts to reduce stigma surrounding maternal mental health, promote self-care and coping strategies for pregnant and postpartum women, and enhance provider training and support for perinatal mental health management are expected to further propel market growth in the foreseeable future.

## Maternal Mental Health Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Maternal Mental Health market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Maternal Mental Health survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Maternal Mental Health industry.

## Key market trends defining the global Maternal Mental Health demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Maternal Mental Health Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Maternal Mental Health industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting

companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Maternal Mental Health companies scaling up production in these sub-segments with a focus on expanding into emerging countries.

### Key strategies adopted by companies within the Maternal Mental Health industry

Leading Maternal Mental Health companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Maternal Mental Health companies.

### Maternal Mental Health Market Study- Strategic Analysis Review

The Maternal Mental Health market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

### Maternal Mental Health Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Maternal Mental Health industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023,

the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Maternal Mental Health Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Maternal Mental Health Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Maternal Mental Health market segments. Similarly, Strong end-user demand is encouraging Canadian Maternal Mental Health companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Maternal Mental Health market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Maternal Mental Health Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Maternal Mental Health industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Maternal Mental Health market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Maternal Mental Health Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Maternal Mental Health in Asia Pacific. In particular, China, India, and South East Asian Maternal Mental Health markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Maternal Mental Health Market Size Outlook-** Continued urbanization and rising income levels

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Maternal Mental Health Market Size Outlook-** continues its upward trajectory across segments

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Maternal Mental Health market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Maternal Mental Health.

**Maternal Mental Health Market Company Profiles**

The global Maternal Mental Health market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Alembic Pharmaceuticals Ltd, Bausch Health Companies Inc, Canopie, GlaxoSmithKline Inc, Magellan Health Inc, Mallinckrodt Inc, Pfizer Inc, Sage Therapeutics Inc, Therapy Mama, Viatrix Inc

## Recent Maternal Mental Health Market Developments

The global Maternal Mental Health market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Maternal Mental Health Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Disease

Postpartum Depression

Dysthymia

Pregnancy and Postpartum General Anxiety

Pregnancy and Postpartum OCD

Birth-Related PTSD

Others

By Therapy

Antidepressants

-Selective serotonin reuptake inhibitors (SSRIs)

-Tricyclic antidepressants (TCAs)

-Others

Interpersonal Psychotherapy (IPT)

Cognitive Behavioral Therapy (CBT)

Others

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

## Companies

Alembic Pharmaceuticals Ltd

Bausch Health Companies Inc

Canopie

GlaxoSmithKline Inc

Magellan Health Inc

Mallinckrodt Inc

Pfizer Inc

Sage Therapeutics Inc

Therapy Mama

Viartis Inc

Formats Available: Excel, PDF, and PPT



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Birth-Related PTSD

Others

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