

# Global Mental Health Apps Market Witnesses Robust Growth, Expected to Reach \$11.62 Billion by 2027

*The Business Research Company's Mental Health Apps Global Market Report 2023 – Market Size, Trends, And Market Forecast 2023-2032*

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Mental Health Apps Global Market Report 2023 –  
Market Size, Trends, And Market Forecast 2023-2032

The [global mental health apps market](#) has experienced substantial growth, with the market size expanding from \$5.49 billion in 2022 to \$6.36 billion in 2023, reflecting an impressive compound annual growth rate (CAGR) of 15.7%. Forecasts indicate continued growth, with the market expected to reach \$11.62 billion by 2027, maintaining a robust CAGR of 16.3%.

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The market size of the mental health apps is expected to grow to \$11.62 billion in 2027 at a CAGR of 16.3%.”

*The Business Research  
Company*

Driving Forces: Key Factors Fueling Market Growth

1. Increasing Awareness About Mental Health: The surge in awareness about mental health and its significance is a significant driver for the mental health apps market. Celebrities and sports personalities openly discussing

mental health issues have contributed to reducing stigma and increasing awareness globally. The growing acknowledgment of mental health's importance has prompted individuals to invest in various recovery therapies, including mental health apps, medical consultations, and self-help resources.

2. Virtual Mental Health Services: The rise of virtual mental health services has played a crucial role in market growth. In 2020, over 21% of U.S. adults experienced mental illness, with more than 26.3 million adults availing virtual mental health services. This trend underscores the increasing acceptance and adoption of mental health apps as part of comprehensive mental

health care.

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#### Industry Trends: Noteworthy Trends Shaping the Market

1. Technological Advancement: The adoption of technological advancements is a key trend in the mental health apps market. Companies are leveraging next-generation technologies, including Customer Relationship Management (CRM), video API, text API, and Artificial Intelligence (AI) and Machine Learning (ML) for end-to-end patient engagement. For example, Moody, a healthcare company, launched an intelligent mental health app that utilizes AI to identify psychological changes in user behavior and recommend corrective actions.

2. Strategic Acquisitions for AI Integration: Strategic acquisitions with a focus on integrating AI capabilities are notable trends. Headspace Health, a UK-based digital mental health solutions provider, acquired Sayana, an India-based AI-powered mental health and wellness solutions provider. This acquisition aims to enhance mental health services and offer personalized user experiences.

#### Key Players: Leading Companies in the Mental Health Apps Market

Major players operating in the mental health apps market include Mindscape, Calm, MoodMission, Headspace, Flow Neurosciences, Youper, Happify, Sanvello, NOCD, Talkspace, Addicaid, Silvercloud Health, Moodfit, BetterHelp, and eMoods.

#### Regional Dynamics: North America Leads, Asia-Pacific Shows Fastest Growth

In 2022, North America emerged as the largest region in the mental health apps market, with Asia-Pacific expected to be the fastest-growing region in the forecast period.

#### Market Segmentation:

##### 1. By Platform Type:

- iOS
- Android
- Other Platform Types

##### 2. By Application Type:

- Depression and Anxiety Management
- Meditation Management
- Stress Management
- Wellness Management
- Other Application Types

Explore comprehensive insights into the global mental health apps market with the complete report.

<https://www.thebusinessresearchcompany.com/report/mental-health-apps-global-market-report>

Mental Health Apps Global Market Report 2023 from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Mental Health Apps Global Market Report 2023 by The Business Research Company is the most comprehensive report that provides insights on [mental health apps market size](#), mental health apps market drivers and trends, mental health apps market major players, mental health apps market competitors' revenues, mental health apps market positioning, and mental health apps market growth across geographies. The mental health apps market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 3000+ detailed industry reports, spanning over 3000+ market segments and 60 geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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