

Global Behavioral Health Outlook 2025-2034: Growth Drivers, Share, And Trends

*The Business Research Company's
Behavioral Health Global Market Report
2025 – Market Size, Trends, And Global
Forecast 2025-2034*

LONDON, GREATER LONDON, UNITED
KINGDOM, May 26, 2025

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Behavioral Health Global Market Report 2025

The [behavioral health market](#) has seen substantial growth in recent years. The market size is predicted to expand from \$143.74 billion in 2024 to \$152.32 billion in 2025, showing a

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compound annual growth rate CAGR of 6.0%. This growth in the historic period can be ascribed to factors like increasing prevalence of mental health disorders, rising awareness and reduced stigma associated with mental health issues, growing demand for substance abuse treatment, and escalating adoption of digital mental health platforms and virtual mental health services.

Is the Behavioral Health Market Set to Witness Substantial Growth?

It is anticipated the behavioral health market size will see

further strong growth in the forthcoming years. It is projected to rise to \$189.51 billion by 2029, at a CAGR of 5.6%. Factors driving growth in the forecast period include growing demand for personalized mental health solutions, increasing focus on value-based care, accelerating investment in behavioral health startups, expanding employer-sponsored mental health programs, and an aging population with mental health needs.

Key market trends for the forecast period encompass the integration of behavioral health in primary care, advancements in psychiatric medications, technological improvements in AI-driven mental health diagnostics, advancements in predictive analytics for mental health, and the development of AI-powered mental health assessments.

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What Drives The [Behavioral Health Market Growth](#)?

One of the significant growth drivers in the behavioral health market is the growing adoption of telehealth. Telehealth utilizes digital communication technologies, such as video calls, mobile apps, and remote monitoring, to provide healthcare services and consultation without the need for in-person visits. Telehealth is increasingly adopted due to its convenience and timely healthcare access, especially beneficial for remote and underserved areas. Telehealth enhances behavioral health by increasing access to mental health services, providing remote therapy options, and improving patient engagement through digital platforms.

Who Are The Key Players In The Behavioral Health Market?

In the behavioral health market, significant industry players include Cigna Corporation, Elevance Health Inc., Centene Corporation, Accenture plc, Ascension Health Alliance, Streamline Healthcare Solutions LLC, Universal Health Services Inc., Evernorth Health Inc., Acadia Healthcare Company Inc., Bright Harbor Healthcare, Behavioral Health Network Inc., Spring Care Inc., Pyramid Healthcare Inc., North Range Behavioral Health, Uprise Health Inc., Medic Management Group LLC, Behavioral Health Services Inc., Core Solutions Inc., Welligent Inc., and Bright Harbor Healthcare.

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What Are The Emerging Trends In The Behavioral Health Market?

Major companies in the field are tirelessly working on expanding their offerings of digital mental health solutions. One of the exciting trends is the development of 24x7 mental health emergency response services, which provide immediate support, improve accessibility and enhance patient outcomes.

How Is The Behavioral Health Market Segmented?

In terms of market segmentation, the behavioral health market is categorized into services like outpatient counseling, intensive care management, home-based treatment services, inpatient hospital management, emergency mental health services, and others. These services cater to various disorders - such as anxiety disorder, attention deficit hyperactivity disorder ADHD, bipolar disorder, depression, eating disorders, post-traumatic stress disorder PTSD, substance use disorder, psychosis, schizoaffective disorder, and more - across diverse end users including outpatient clinics, hospitals, rehabilitation centers, and home care settings.

What Is The Regional Analysis Of Behavioral Health Market?

From a geographical perspective, North America boasted the largest regional share in the global behavioral health market in 2024. However, the region of Asia-Pacific is predicted to register the

fastest growth in the forecast period.

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