

# Postpartum Depression Market to Grow at 10.2% CAGR Fueled by Mental Health Awareness | DataM Intelligence

The postpartum depression market is set to grow at a 10.2% CAGR through 2031, driven by new therapies and global awareness.

NEW YORK, NY, UNITED STATES, May 30, 2025 /EINPresswire.com/ -- Market Overview

Postpartum depression (PPD) is a debilitating mood disorder that affects women after childbirth, marked by emotional instability, fatigue, anxiety, and feelings of detachment from the baby. [Postpartum Depression Market](#) is

poised for robust growth, exhibiting a CAGR of 10.2% during the forecast period (2024–2031). Increasing awareness of maternal mental health, coupled with the approval of novel antidepressant treatments, is significantly reshaping the market landscape. Furthermore, increased governmental and non-governmental support toward mental health has spurred diagnosis rates and treatment uptake globally.



Rising global awareness and innovative antidepressant therapies are reshaping the postpartum depression market, offering new hope to millions of mothers worldwide.”

*DataM Intelligence*

mental well-being post-delivery.



## Market Drivers

Rising global awareness about maternal mental health and early detection of PPD.

Introduction of innovative antidepressants such as brexanolone and zuranolone.

Government initiatives promoting maternal health and

Increased healthcare access and insurance coverage in both developed and emerging markets.

Increasing R&D investments in targeted therapies that offer quicker relief and reduced side effects.

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## Market Key Players

The market features strong participation from pharmaceutical leaders focusing on neurology and mental health treatment:

Biogen Pharmaceuticals

Sage Therapeutics

Pfizer Inc.

Eli Lilly and Company

GlaxoSmithKline Plc

Mallinckrodt Pharmaceuticals

Dr. Reddy's Laboratories

Sandoz

Amneal Pharmaceuticals Pvt. Ltd.

Servier Laboratories Ltd.

These companies are either developing specialized medications or expanding their antidepressant portfolios to target postpartum-specific symptoms.

## Market Segmentation

By Drug Class:

Selective Serotonin Reuptake Inhibitors (SSRIs)

Atypical Antidepressants

Hormone-based Therapies

Other Antidepressants

By Treatment Type:

Medication

Counseling & Therapy

Combination Treatment

By Distribution Channel:

Hospital Pharmacies

Retail Pharmacies

Online Pharmacies

By Region:

North America

Europe

Asia-Pacific

Latin America

Middle East & Africa

Latest News of USA

In August 2023 FDA approved zuranolone as the first oral treatment for postpartum depression.

Biogen and Sage Therapeutics launched Zurzuvae in early 2024, creating new therapy avenues.

The U.S. Congress continues bipartisan initiatives to fund maternal mental health screening programs.

Postpartum Support International (PSI) reported a 20% increase in PPD-related calls in early 2024.

Kaiser Permanente integrated digital screening tools across 12 states for early PPD detection.

Latest News of Japan

The Ministry of Health, Labour and Welfare introduced subsidies in 2024 for mental health

postpartum care.

Japanese hospitals expanded digital cognitive therapy platforms for new mothers facing emotional distress.

A 2024 study by Kyoto University reported a 15% increase in PPD cases, highlighting the need for enhanced psychiatric support.

Japanese Pharmacists Association launched training workshops in early 2024 for recognizing maternal depression signs.

### Key Developments

Biogen and Sage Therapeutics launched oral PPD drug Zurzuvae in the U.S.

Eli Lilly expanded R&D investment into maternal-focused antidepressants.

Japan introduced new mental health subsidies for postpartum care.

Sandoz introduced generic antidepressants in the Asia-Pacific region specifically designed for maternal mental health.

Pfizer initiated clinical trials for fast-acting antidepressants specific to PPD.

### Conclusion

The postpartum depression market is entering a transformative phase, driven by scientific innovation, regulatory approvals, and increased societal understanding of maternal mental health. With major pharmaceutical companies actively developing and launching targeted therapies, the global landscape is set to offer more accessible, fast-acting, and effective treatment options for postpartum depression. Regional initiatives, particularly in the USA and Japan, continue to set global examples in integrating mental health support into postpartum care. As awareness and treatment evolve hand-in-hand, the outlook for patients, families, and healthcare providers grows increasingly optimistic.

Related Reports :

[Antidepressant Drugs Market Forecast 2024 - 2031](#)

[Psychotherapeutic Drugs Market Analysis 2024 - 2031](#)

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