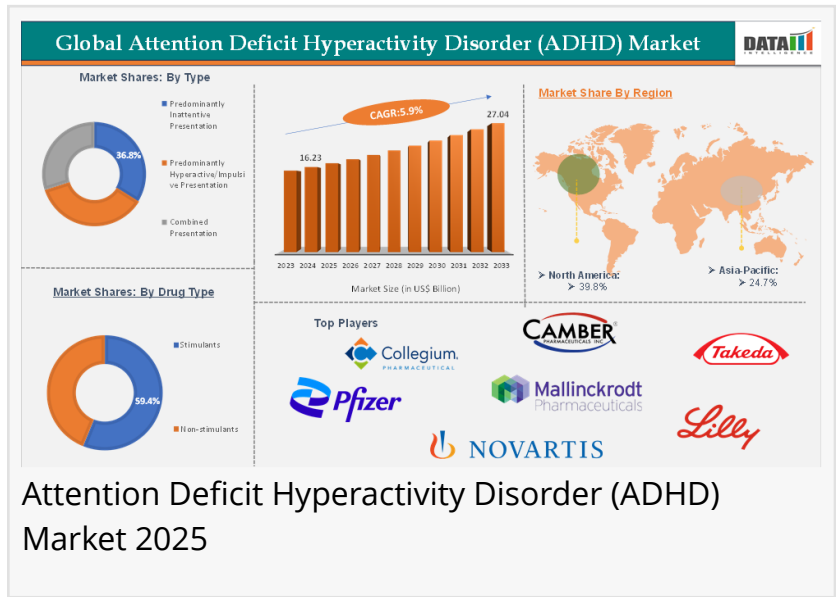


# ADHD Market Accelerates Toward USD 27.04 Billion by 2033 | DataM Intelligence

*Driven by innovative therapies, rising diagnosis rates, and digital health adoption, the global ADHD market is poised for strong growth.*

DELAWARE, DE, UNITED STATES, July 3, 2025 /EINPresswire.com/ -- The [global Attention Deficit Hyperactivity Disorder \(ADHD\) market](https://www.datamintelligence.com/download-sample/attention-deficit-hyperactivity-disorder-adhd-market?einhp) is anticipated to reach USD 18.3 billion by 2025, as a result of increased awareness, advancements in pharmaceutical and digital therapies, and enhanced insurance coverage, according to DataM Intelligence. It is anticipated that the market, which was valued at USD 16.23 Billion in 2024, will experience a compound annual growth rate (CAGR) of 5.9% and reach USD 27.04 Billion by 2033.



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*DataM Intelligence*

ADHD is a neurodevelopmental disorder that may impact both toddlers and adults. It manifests as hyperactivity, impulsivity, and inattention. In recent years, there has been a rise in the number of diagnoses and therapies, as stakeholders have innovated on numerous fronts.

**Attention Deficit Hyperactivity Disorder (ADHD) Market Drivers**

DataM Intelligence identifies several core drivers behind this robust growth:

1. Enhanced Diagnosis and Awareness: Greater public understanding and improved screening protocols in schools and primary care are uncovering previously undiagnosed cases.

2. Innovative Pharmacotherapies: The launch of long-acting stimulants, non-stimulant options, and novel mechanisms of action is expanding treatment choices and adherence.
3. Digital Health Interventions: Digital therapeutics—apps for behavior training and symptom monitoring—are receiving regulatory clearance, augmenting traditional drug treatments.
4. Adult ADHD Recognition: Growing acknowledgment that ADHD persists into adulthood has opened new patient segments and treatment pathways.
5. Insurance Coverage Expansion: Broader reimbursement for ADHD diagnostics and treatments, especially in North America and Europe, is reducing patient costs and facilitating access.

## Attention Deficit Hyperactivity Disorder (ADHD) Regional Outlook

### North America

In 2024, North America accounted for over 39.8% of the total market share in the ADHD market. Regional leadership is being driven by a robust healthcare infrastructure, early adoption of digital therapies, and extensive insurance coverage.

### Europe

Europe has the second-largest proportion, thanks to national screening programs, government-funded mental health initiatives, and rising public-private collaborations to incorporate digital technologies into care pathways.

### Asia-Pacific

The Asia-Pacific region is the fastest-growing market, as per DataM Intelligence. This growth is being driven by expanded healthcare access in China and India, greater urban awareness campaigns, and burgeoning digital health businesses that are addressing ADHD.

## Attention Deficit Hyperactivity Disorder (ADHD) Market Segmentation

### By Treatment Type:

- Pharmacological: Stimulants (methylphenidate, amphetamines) and non-stimulants (atomoxetine, guanfacine).
- Digital Therapeutics: App-based cognitive training and behavior modification tools.
- Behavioral Therapies: Parent and classroom-based interventions.

### By Age Group:

- Pediatric (6–17 years)
- Adult (18+ years)

By End User:

- Hospitals and Clinics
- Home Care Settings
- Specialty Mental Health Centers

Industry Momentum: Collaborations & Growth 2023–2025

- Akili Interactive & Pfizer (April 2024): Expanded their partnership to co-market the digital therapeutic EndeavorRx, aiming at pediatric ADHD patients in Europe.
- Shire Acquisition of Neurovance (June 2024): Bolstered Shire's non-stimulant portfolio by acquiring late-stage assets targeting adult ADHD.
- Pear Therapeutics & Takeda (January 2025): Signed a licensing deal for co-developing a prescription digital therapy tailored to Japanese regulatory standards.
- Eli Lilly & Arbor Pharmaceuticals (September 2024): Partnered to launch a novel long-acting amphetamine formulation in the U.S. market, promising 16-hour symptom control.
- Novartis & Samsung Health (March 2025): Collaborated to integrate ADHD symptom-tracking algorithms into wearable devices, enabling real-time medication effect monitoring.

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Latest Developments

- Long Acting Injectables: Phase II trials of monthly injectable formulations aim to improve adherence among adults with irregular daily routines.
- AI Enhanced Diagnostics: Artificial intelligence tools now analyze behavioral data and clinical records to flag potential ADHD cases during routine pediatric visits.
- Cultural Adaptation of Digital Therapies: Developers are localizing gamified cognitive training apps for non English markets, addressing linguistic and cultural nuances.
- Combination Therapies: Emerging clinical studies are evaluating the synergistic effect of stimulants plus digital cognitive training for faster symptom improvement.

Country-Specific Updates

United States (Feb 2025):

Qelbree XR, the first chewable, extended-release non-stimulant for juvenile and adult ADHD, has been approved by the FDA. The medication was developed by Supernus Pharmaceuticals, and it has demonstrated an acceptable safety profile and high efficacy.

Japan (Apr 2025):

Nippon Biotherapeutics' digital ADHD treatment was granted Sakigake designation by the MHLW, which expedited its approval. Cognitive activities are implemented in software designed for school-aged children in accordance with Japan's stringent digital health regulations.

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DataM Intelligence Insight

According to DataM Intelligence analysis, Innovative medicines, verified digital technologies, and increased adult care are the hallmarks of a dynamic period in the ADHD industry.

Pharmaceutical producers and digital health enterprises are well-positioned to enhance the outcomes of millions of individuals worldwide as diagnosis rates increase and treatment options expand. The future of ADHD management appears individualized and optimistic, as cross-sector alliances and supportive policies foster innovation.

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Related Reports:

[Rare Neurological Disease Drugs Market is Set to Reach US\\$ 269.7 Bn by 2031](#)  
[Major Depressive Disorder Market is expected to reach US\\$ 14.57 Bn by 2033](#)

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