

## **Behavioral Rehabilitation Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 116 pages | Mordor Intelligence

### **AVAILABLE LICENSES:**

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

### **Report description:**

The behavioral rehabilitation market was valued at USD 217,069.94 million. It is estimated to register a steady CAGR of 4.8% during the forecast period.

The COVID-19 pandemic is expected to have a slightly negative impact on the market. At present, countries worldwide are facing a considerable threat of COVID-19 (coronavirus). Many pharmaceutical and biotechnological companies are focusing their R&D activities on manufacturing antiseptic products and vaccines to meet the increased demand from customers. Thus, most pharmaceutical and biotechnological companies have been focusing their R&D departments on identifying new molecules or leads for the treatment of coronavirus disease. Many countries have already approved a vaccine for COVID-19. For instance, in December 2020, the World Health Organization (WHO) issued the emergency use validation of Pfizer/BioNTech COVID-19 mRNA vaccine globally. According to a research study by Katya Numbers et al., published in Nature Reviews Neurology in January 2021, people with mental disorders like dementia are at high risk of COVID-19 infection as cognitive symptoms cause difficulty in following safeguarding procedures and living arrangements in care homes, facilitating viral spread.

Furthermore, older people with dementia are likely to have more severe disease consequences than those without dementia. As per Lewy Body Society, people with dementia and related disorders find it harder to follow government guidelines designed to prevent the spread of the virus, such as washing hands, maintaining the recommended physical distance, monitoring COVID-19 symptoms, and staying at home. People with more severe dementia may not understand or remember the guidelines due to short-term memory loss and cognitive impairment. As per the Office for National Statistics UK 2020, dementia and Alzheimer's disease were the most common pre-existing conditions found among deaths involving COVID-19 in the United Kingdom.

Furthermore, due to the COVID-19 pandemic, many families face a significant economic burden, leading to an even greater

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

inclination toward abandoning treatment options. Moreover, the pandemic can negatively impact new product launches, which are the most prominent factor for the market's growth. For instance, in April 2020, Biogen announced that it had delayed Alzheimer's and dementia drug filing to the FDA while citing the complexity of data analysis and impact of COVID-19 on its R&D resources.

According to the statistics provided by the National Institute of Mental Health in 2019, there were an estimated 51.5 million adults aged 18 or older in the United States with mental illness, which is 20.6% of the country's adults. About 23 million (44.8%) people in the country received mental health services in the past year. The percentage of young adults aged 18-25 with mental illness that received mental health services (38.9%) was lower than adults with mental illness aged 26-49 years (45.4%) and aged 50 and older (47.2%).?

The treatments for behavioral disorders mainly focus on behavioral treatment and medication. Parent management training and family therapy are considered effective for managing behavioral disorders. Additionally, cognitive behavioral therapy treatment is the most commonly used mechanism for managing the symptoms of behavioral disorders. However, medication treatment for these disorders targets underlying or co-occurring disorders, such as attention deficit hyperactivity disorder (ADHD), depression, or anxiety. These developments are expected to affect market development positively.

### Behavioral Rehabilitation Market Trends

Anxiety Disorder is Expected to Hold a Significant Share of the Global Behavioral Rehabilitation Market During the Forecast Period

Anxiety disorders are one of the most common types of mental disorders. Their emotional symptoms may include feelings of apprehension or dread, feeling tense or jumpy, restlessness or irritability, anticipating the worst, and being watchful for signs of danger. Factors such as the growing prevalence and availability of therapies for behavioral rehabilitation and rising awareness are expected to boost the market's growth. Anxiety disorders are curable, and several effective treatments are available. Treatment helps most people suffering from anxiety disorders lead normal and productive lives. This factor is leading to increased demand for treatment options.?

The prevalence of anxiety disorders is increasing across the world. According to Mental Health America's October 2020 State of Mental Health in America report, in the United States, 19% (47.1 million) of people were living with a mental health condition, a 1.5 million increase over the figure in 2019. The report also stated that the number of people reporting signs of anxiety and depression since the COVID-19 outbreak reached an all-time high in September 2020. The massive increase in the number of people suffering from anxiety and mental health disorders is expected to boost the market's growth.?

Additionally, the increasing number of product launches is expected to drive the market. For instance, in July 2021, Happify Health launched a transdiagnostic prescription digital therapeutic called Ensemble, which is used to treat patients with major depressive disorder (MDD) and generalized anxiety disorder (GAD). Thus, these factors are expected to boost the anxiety disorder segment significantly.?

North America is Expected to Hold a Major Share of the Market During the Forecast Period

North America is the largest behavioral rehabilitation market globally, with the United States occupying the major share. The developed countries, including the United States and Canada, have witnessed the opening of many mental health rehabilitation centers over the past decade. According to the National Alliance on Mental Illness (NAMI), about 20.6% of US adults experienced mental illness in 2019 (51.5 million people). Around 44.8% of US adults with mental illness received treatment in the same way year. NAMI also states that 1 in 5 US adults experience mental illness each year. Synchronizing physical and behavioral patient data into one record and delivering integrated care represents an opportunity for providers to serve as a catalyst for better health outcomes for patients and communities.?

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

Moreover, the market players are focusing on new launches in the behavioral health market. For instance, in September 2020, NextGen Healthcare Inc. announced the availability of the next generation of its behavioral health suite. NextGen Behavioral Health Suite integrates comprehensive physical, behavioral, and oral health in one software solution. It is ideal for physician practices, community health clinics, behavioral health centers, and public health departments. In addition, in September 2019, Hackensack Meridian Health launched the first medically integrated urgent care center with behavioral health in the country to improve access, better coordinate care, and innovate treatment for people struggling with mental health issues and addictions. Therefore, favorable government initiatives and reimbursement options are two of the other factors fueling growth in the region. The Affordable Care Act categorizes behavioral disorders as essential healthcare, which helps cover the major part of the treatments. Thus, such factors are boosting the market's growth.

## Behavioral Rehabilitation Market Competitor Analysis

The market is slightly consolidated with a few major players. Currently, many companies are focusing on developing and introducing novel products and services into the market, which are easily affordable and accessible. They are also entering strategic collaborations and partnerships to enhance their market positions. Some of the key market players in the market are Acadia Healthcare, AAC Holdings Inc., Behavioural Health Group, Aurora Behavioural Health System, and Promises Behavioural Health.

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

### **Table of Contents:**

#### 1 INTRODUCTION

##### 1.1 Study Assumptions and Market Definition

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

#### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

##### 4.1 Market Overview

##### 4.2 Market Drivers

###### 4.2.1 Growing Prevalence and Availability of Therapies for Behavioral Rehabilitation

###### 4.2.2 Advent of Online Counselling

###### 4.2.3 Increasing Preferences for Partial Hospitalization Programs (PHP)

###### 4.2.4 Rising Government Initiatives

##### 4.3 Market Restraints

###### 4.3.1 Lack of Awareness Regarding Behavioral Disorders

###### 4.3.2 Lack of Proper Reimbursement

###### 4.3.3 Impact of Stigma on People with Behavioral Disorders

##### 4.4 Industry Attractiveness - Porter's Five Forces Analysis

###### 4.4.1 Threat of New Entrants

###### 4.4.2 Bargaining Power of Buyers/Consumers

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 4.4.3 Bargaining Power of Suppliers
- 4.4.4 Threat of Substitute Products
- 4.4.5 Intensity of Competitive Rivalry

## 5 MARKET SEGMENTATION (Market Size by Value - USD million)

- 5.1 Type of Behavioral Disorder
  - 5.1.1 Anxiety Disorder
  - 5.1.2 Mood Disorder
  - 5.1.3 Substance Abuse Disorder
  - 5.1.4 Personality Disorder
  - 5.1.5 Attention Deficit Disorder
- 5.2 Healthcare Setting
  - 5.2.1 Outpatient Behavioral Rehabilitation
  - 5.2.2 Inpatient Behavioral Rehabilitation
  - 5.2.3 Residential Behavioral Rehabilitation
- 5.3 Treatment Method
  - 5.3.1 Counselling
  - 5.3.2 Medication
  - 5.3.3 Support Services
  - 5.3.4 Other Treatment Methods
- 5.4 Geography
  - 5.4.1 North America
    - 5.4.1.1 United States
    - 5.4.1.2 Canada
    - 5.4.1.3 Mexico
  - 5.4.2 Europe
    - 5.4.2.1 Germany
    - 5.4.2.2 United Kingdom
    - 5.4.2.3 France
    - 5.4.2.4 Italy
    - 5.4.2.5 Spain
    - 5.4.2.6 Rest of Europe
  - 5.4.3 Asia-Pacific
    - 5.4.3.1 China
    - 5.4.3.2 Japan
    - 5.4.3.3 India
    - 5.4.3.4 Australia
    - 5.4.3.5 South Korea
    - 5.4.3.6 Rest of Asia-Pacific
  - 5.4.4 Middle-East
    - 5.4.4.1 GCC
    - 5.4.4.2 South Africa
    - 5.4.4.3 Rest of Middle-East
  - 5.4.5 South America
    - 5.4.5.1 Brazil
    - 5.4.5.2 Argentina
    - 5.4.5.3 Rest of South America

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

## 6 COMPETITIVE LANDSCAPE

### 6.1 Company Profiles

6.1.1 Acadia Healthcare

6.1.2 AAC Holdings Inc.

6.1.3 Aurora Behavioral Health System

6.1.4 Behavioral Health Group

6.1.5 Haven Behavioral Healthcare Inc.

6.1.6 Magellan Health Inc.

6.1.7 Niznik Behavioral Health

6.1.8 Promises Behavioral Health

6.1.9 Springstone Inc.

6.1.10 Universal Health Services Inc.

6.1.11 Tridium Inc.

6.1.12 Ginger

6.1.13 Lyra Health Inc.

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

**Behavioral Rehabilitation Market - Growth, Trends, Covid-19 Impact, and Forecasts  
(2023 - 2028)**

Market Report | 2023-01-23 | 116 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

**ORDER FORM:**

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-04"/>
		Signature	

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com



**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)