

**Anxiety Disorders and Depression Treatment Market Assessment, By Drug Class [Antidepressants, Anxiolytics, Anticonvulsants, Noradrenergic Agents, Atypical Antipsychotics], By Indication [Anxiety, Depression], By Age Group [Adults, Adolescents, Children], By Condition Severity [Mild, Moderate, Severe], By Distribution Channel [Hospital Pharmacies, Retail Pharmacies, Online Pharmacies], By Region, Opportunities and Forecast, 2018-2032F**

Market Report | 2025-01-09 | 235 pages | Market Xcel - Markets and Data

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**Report description:**

Global anxiety disorders and depression treatment market is projected to witness a CAGR of 14.70% during the forecast period 2025-2032, growing from USD 13.26 billion in 2024 to USD 39.72 billion in 2032. The growth of the market is supported by the rising awareness about different mental health disorders, rising cases of depression and anxiety in patients of all age groups, increasing requirement for effective therapeutic solutions to address mental health conditions, and supportive initiatives by both governmental and non-governmental organizations. Additionally, the availability of advanced diagnostic techniques allows the early identification of the conditions, resulting in prompt interventions.

The increasing cases of anxiety-related disorders can be attributed to the increasing levels of economic and academic stress and the rapid expansion of media multitasking. According to the 2024 American Psychiatric Association's annual mental health poll results, adults in the United States are increasingly suffering from anxiety. Approximately 43% of the adults in the country reported feeling more anxious than the previous year, up from 32% in 2022. The rising prevalence of mental health conditions and growing efforts of various organizations to destigmatize seeking help for psychological disorders, coupled with growing awareness among the general population, are bolstering the global anxiety disorders and depression treatment market size.

Pharmaceutical companies across the globe are also significantly investing in the development of novel therapeutic solutions for

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anxiety and depression, providing lucrative growth opportunities to the global anxiety disorders and depression treatment market. In March 2024, Engrail Therapeutics successfully raised USD 157 million in venture capital to support its product pipeline for neurodevelopmental and neuropsychiatric disorders.

Additionally, the growing popularity of telehealth services supports the market's expansion as patients prefer meeting mental health professionals online due to the convenience, comfort, and privacy offered by the service. These tools are making the management of mental health diseases more accessible and allowing patients in remote locations to receive professional help.

#### Increasing Awareness About Mental Health Disorders Boosts Market Demand

The increasing awareness about different mental health diseases and their impact on the overall well-being of a person is encouraging people living with mental health diseases to seek treatment and medication to manage their condition effectively. Moreover, various companies are launching campaigns related to mental health in the workplace, further propelling global anxiety disorders and depression treatment market growth. In October 2024, Maybelline New York, a cosmetic brand of L'Oreal S.A., launched a campaign to raise awareness about social media's impact on mental health. As part of the company's 'Brave Together' initiative, the campaign acknowledges both social media's negative and positive impacts and the overall impact these platforms have on the user's well-being. Such campaigns aim to increase public awareness and aid those needing help and medical intervention, thus supporting the market's expansion.

#### Increasing Research Activities Support Market Expansion

The increasing emphasis on research and development activities to bolster the availability of novel therapeutic solutions and assess the long-term safety and efficacy of different treatment options is positively influencing the expansion of the anxiety disorders and depression treatment market. For instance, Supernus Pharmaceuticals, Inc. is conducting a phase 3 interventional study to evaluate the long-term efficacy and safety of SPN-812 in pediatric attention deficit hyperactivity disorder (ADHD) patients. The study is expected to be completed in September 2026.

Additionally, government agencies, academic institutions, and pharmaceutical companies are also increasingly investing in research and development activities to explore novel therapeutic solutions to improve patient outcomes and address the unmet requirements of the patient population. Research activities are also focusing on the development of next-generation drugs and extensively studying prospective new therapeutic solutions for their efficacy in the management of depression and anxiety. Furthermore, researchers are also aiming to potentially identify biochemical and genetic markers that are associated with depression and anxiety to support the development of targeted therapies that are tailored towards the individual requirements of the patients, improving the efficacy of the treatments.

#### Retail Pharmacies Account for Significant Market Share

Due to the accessible and reliant nature of retail pharmacies, patients prefer to buy their medications through them. The availability of both branded and generic drugs, along with a wide range of pharmaceutical products at the same place, in combination with the presence of staff to educate the patients about the potential side effects associated with different drugs, is further increasing the popularity of the distribution channel.

Meanwhile, online pharmacies are expected to grow rapidly over the forecast period. This growth can be attributed to the increasing number of apps and e-commerce platforms that provide various medications, including antidepressants, anxiolytics, anticonvulsants, noradrenergic agents, and atypical antipsychotics, among others. The availability of detailed product descriptions, including potential side effects, lucrative deals, and swift shipping and delivery, is also increasing the reliance on online pharmacies. Additionally, full-service online pharmacies, such as Amazon Pharmacy of Amazon.com, Inc., are expanding their same-day delivery service and opening twenty new pharmacies across the United States. In October 2024, the company announced that it will leverage its advanced automation technology and vast logistics network to eliminate one of the biggest challenges of pharmacies: lack of convenience for accessing medication. The company's efforts to expand its same-day delivery service are expected to enhance patient convenience and support the segment's growth.

#### North America Holds Major Market Share

The rapid growth of the North America anxiety disorders and depression treatment market can be attributed to the availability of treatment solutions across different distribution channels, the strong presence of key market players, and increasing awareness about mental health disorders in the region. The rising cases of depression and anxiety in the region are also bolstering the market's demand. According to the estimates of Mental Health America, approximately 21 million adults in the United States are

living with major depression. In countries such as the United States and Canada, mental health has garnered significant attention with substantial government investments in mental health programs and the introduction of initiatives like the National Suicide Prevention Lifeline.

The strong reimbursement policies in the region also provide lucrative growth opportunities for the market. Medicare, a U.S. government program, covers a wide range of generic and brand-name prescription drugs, including antidepressant medications for treating mental health issues. Thus, bolstering their accessibility. Additionally, the rising awareness about various mental health conditions in the region and increasing initiatives by various non-governmental and governmental organizations to increase public awareness about the available treatment options are also positively influencing the expansion of the anxiety disorders and depression treatment market.

#### Future Market Scenario (2025-2032F)

As per the global anxiety disorders and depression treatment market analysis, the market's growth is supported by shifting cultural perspectives towards mental health in various regions across the globe, increasing availability of the medication across different distribution channels, and rising approvals from regulatory bodies for treatments for depression and anxiety disorders. Various healthcare organizations, educational institutions, and pharmaceutical companies are also working on research activities to assess the safety and effectiveness of various drugs for depression and anxiety disorders in different age groups. For instance, Children's Hospital Los Angeles is conducting a phase 3 interventional study to assess if fluoxetine medication or cognitive behavioral therapy (CBT) is more effective in improving anxiety symptoms. The study is estimated to be completed in February 2025. Such efforts of the different organizations are busting various myths associated with drugs used for treating mental health disorders and showcasing their efficacy. Additionally, healthcare professionals are taking various measures to augment awareness about the different medications available to cater to the requirements of the diverse patient population.

Moreover, the rapid expansion of telehealth services allows patients to receive affordable, personalized, and accessible treatments, positively influencing the market's expansion.

#### Key Players Landscape and Outlook

Increasing approvals from the regulatory bodies and growing efforts of the market players to introduce novel products are allowing the market's key players to expand their share in the anxiety disorders and depression treatment market. In July 2024, Johnson & Johnson Services, Inc. announced that they had submitted a supplemental New Drug Application (sNDA) to the US FDA to receive approval for SPRAVATO (esketamine) CIII nasal spray for adults suffering from treatment-resistant depression. The sNDA is supported by positive results from the Phase 4 TRD4005 study conducted to evaluate the tolerability, efficacy, and safety of SPRAVATO as a monotherapy.

In December 2022, AbbVie Inc. announced that the US FDA approved VRAYLAR (cariprazine) as a treatment for major depressive disorder in adults. Such approvals provide patients with novel options that meet their critical requirements and showcase the commitment of the market players in driving progress for complex neuropsychiatric conditions.

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