SCOTTS INTERNATIONAL

Postpartum Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 105 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:

Postpartum Services Market Analysis

postpartum services market size in 2026 is estimated at USD 16.74 billion, growing from 2025 value of USD 15.18 billion with 2031 projections showing USD 27.33 billion, growing at 10.3% CAGR over 2026-2031. Spiraling recognition of the "fourth trimester," broadened Medicaid coverage, and rapid telehealth normalization are enlarging the postpartum services market as payers, providers, and technology firms coordinate long-term support pathways. New federal Conditions of Participation press hospitals to extend care beyond the classic six-week visit, while maternal-mortality policies channel fresh capital into home?visiting, lactation, and mental-health programs. Digital platforms overlay artificial-intelligence triage, remote monitoring, and on-demand coaching, reducing geographic inequities and clinician workload. Consolidation momentum-from maternity-tech start-ups to confinement?center chains-is maturing commercial models that couple virtual touchpoints with in-person services. Collectively, these forces elevate patient expectations, intensify competition, and drive service standardization across the postpartum services market.

Global Postpartum Services Market Trends and Insights

Growing Global Focus on Maternal Mortality Reduction

Federal and multilateral funding funnels are now tied to outcome-based maternal-mortality metrics, steering hospitals toward evidence-based postpartum surveillance that captures hypertensive disorders, cardiomyopathy, and thromboembolic risk during the first 12 months after birth. The White House Blueprint awarded USD 19 million to 15 states in 2024 for innovative surveillance and mobile training solutions that directly link reimbursement to mortality-avoidance indicators. Europe mirrors this stance as WHO Europe's ALERT project cut perinatal mortality 25% across 16 hospitals through standardized audit tools. These initiatives emphasize rigid escalation protocols, nurse-led follow-ups, and community outreach, enlarging the customer base for certified postpartum service vendors. Health-system CIOs concurrently embed maternal early-warning analytics into electronic records, creating recurring demand for predictive algorithms, telemonitoring kits, and specialist referral networks. Strong policy signaling therefore accelerates contracting cycles and de-risks long-term investments in the postpartum services market.

Expansion of Government-Funded Postnatal Care Programs

Massachusetts' 2024 statute mandating universal home visits typifies a groundswell of Medicaid and public-health grants that reimburse doula, lactation, and behavioral-health services across a full year postpartum. Thirty-plus U.S. states now reimburse doula care, arranging codes that pay up to USD 957 per continuous-labor episode under TRICARE. Healthy Start funds inject USD 105 million into high-disparity communities, underwriting transportation, nutrition, and mental-health supports that unlock new revenue lines for regional postpartum providers. Similar schemes in Canada, Japan, South Korea, and Singapore bring national or municipal dollars to confinement centers, home-visiting nurses, and hybrid telehealth programs. Although administrative overhead and low Medicaid rates still pinch margins, the steady flow of public financing establishes predictable demand curves and lifts the long-run growth ceiling for the postpartum services market.

Limited Standardization of Postpartum Care Protocols

Varying national guidelines-six weeks in some countries versus 12 months in others-fracture reimbursement logic and complicate cross-border expansion. Certification inconsistencies amplify the issue; Postpartum Support International had fewer than 1,000 credentialed mental-health professionals by 2020, nowhere near required capacity. Scope-of-practice laws constrain nurse-midwife deployments, while birth-center Medicaid rates swing from USD 1,300 in New Jersey to USD 6,012 in Massachusetts, distorting patient flows. Without harmonized clinical bundles, investors hesitate to fund multi-state scale-ups, tempering velocity in the postpartum services market.

Other drivers and restraints analyzed in the detailed report include:

Rising Demand for Home-Based Recovery SolutionsProliferation of Digital-Health Ecosystems in Maternal CareReimbursement Gaps Across Healthcare Systems

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Lactation consultancy secured a leading 28.10% postpartum services market share in 2025 as breastfeeding success remains a universal benchmark for maternal-infant health. High uptake is rooted in mandatory hospital baby-friendly certifications and employer lactation?accommodation laws that extend support beyond discharge. The postpartum services market size for lactation is poised for incremental growth as insurers adopt value-based payment tied to exclusive breastfeeding rates. Telehealth postpartum care, while smaller, is scaling fastest at a 12.48% CAGR on the back of clinician shortages and consumer preference for video visits. Providers integrate secure messaging, asynchronous photo review, and AI triage to slash appointment backlogs.

Physical-therapy and pelvic-floor services are gaining physician referrals as research highlights links between postpartum incontinence and future pelvic-organ prolapse. Complementary diet-and-nutrition counseling is commercializing confinement-style meal delivery; Chiyo's USD 0.5 million revenue run-rate evidences traction in North America. Mental-health and postpartum-depression programs rise further following CMS's 2025 quality measure mandating universal screening. Collectively these sublines create multichannel entry points that cement telehealth as a backbone rather than a niche within the postpartum services market.

The Postpartum Services Market Report is Segmented by Service (Lactation Consultancy, and More), Application (Cesarean-Section Recovery, and More), Facility Type (Public Hospitals & Community Centers, Private Maternity Hospitals & Clinics, and More), and Geography (North America, Europe, Asia-Pacific, Middle East & Africa, South America). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America led with 39.75% of the postpartum services market size in 2025, powered by USD 558 million in federal maternal-health spending that funneled USD 440 million into home-visiting networks. Medicaid extensions to 12-month postpartum eligibility across many states stabilize payer revenue and heighten demand for ongoing lactation, mental-health, and chronic-disease screenings. Rural initiatives such as PARADIGM mobile clinics tackle the 9% higher severe-morbidity rate among rural birthing people, catalyzing telehealth reimbursement parity laws. Yet reimbursement gaps between Medicare and Medicaid sustain inequities, limiting full capture of addressable demand despite policy tailwinds.

Asia-Pacific is the fastest-growing arena, advancing at 11.25% CAGR through 2031, underpinned by legislated service mandates and booming confinement-center chains. Japan's 2019 law funds short-stay residential and home-visit packages, normalizing postpartum care utilization. South Korea's half-billion-dollar postpartum-center segment now serves more than 80% of mothers, exporting franchise models to North America and the Middle East. Singapore's Re'Joy Suites sets the luxury bar with AI acupuncture, hyperbaric oxygen therapy, and all-inclusive pricing that reaches USD 124,000 monthly. These developments carve lucrative lanes for telehealth cross-border consults and high-margin wellness add-ons within the postpartum services market.

Europe delivers steady expansion supported by robust maternity-leave protections and WHO-coordinated quality-improvement frameworks. The EU mandates at least 14 weeks paid leave, with Scandinavian nations extending benefits far longer, prolonging the window for reimbursed services. WHO Europe's ALERT audit cut mortality by 25%, driving adoption of standardized postpartum protocols that open procurement doors for software, monitoring devices, and specialist training. Fragmented national insurance structures, however, force vendors to navigate divergent tariff schedules, inflating go-to-market costs and tempering scale economies.

List of Companies Covered in this Report:

HCA Healthcare Ramsay Health Care Ascension Thomson Medical Group Limited Cloudnine Group of Hospitals Esther Postpartum Care UnityPoint Health Fortis La Femme The Cochin Birthvillage Pvt. Ltd. ROYCE Postpartum & Postnatal Center Health 360 Nejlika Confinement Care Centre Kimporo Cocoon Postpartum Care Felicity Postpartum Care Mount Sinai Health System Johns Hopkins Medicine Motherhood Hospitals Mednax Yue Yue Postnatal Care Center Parkview Health Newlife Confinement Center

Additional Benefits:

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

Table of Contents:

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 & Africa
5.4.4.1 GCC
5.4.4.2 South Africa
5.4.4.3 Rest of Middle East & Africa
5.4.5 South America
5.4.5.1 Brazil
5.4.5.2 Argentina
5.4.5.3 Rest of South America

6 Competitive Landscape
6.1 Market Concentration
6.2 Market Share Analysis
6.3 Company Profiles (includes Global level Overview, Market level overview, Core Business Segments, Financials, Headcount, Key Information, Market Rank, Market Share, Products and Services, and analysis of Recent Developments)
6.3.1 HCA Healthcare
6.3.2 Ramsay Health Care
6.3.3 Ascension
6.3.4 Thomson Medical Group Limited
6.3.5 Cloudnine Group of Hospitals
6.3.6 Esther Postpartum Care
6.3.7 UnityPoint Health
6.3.8 Fortis La Femme
6.3.9 The Cochin Birthvillage Pvt. Ltd.
6.3.10 ROYCE Postpartum & Postnatal Center
6.3.11 Health 360
6.3.12 Nejlika Confinement Care Centre
6.3.13 Kimporo
6.3.14 Cocoon Postpartum Care

SCOTTS INTERNATIONAL

Postpartum Services - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)

Market Report | 2026-01-16 | 105 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*		Phone*	
First Name*		Last Name*	
Job title*			
Company Name*		EU Vat / Tax ID / NIP number*	
Address*		City*	
Zip Code*		Country*	
		Date	2026-02-27
		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
www.scotts-international.com