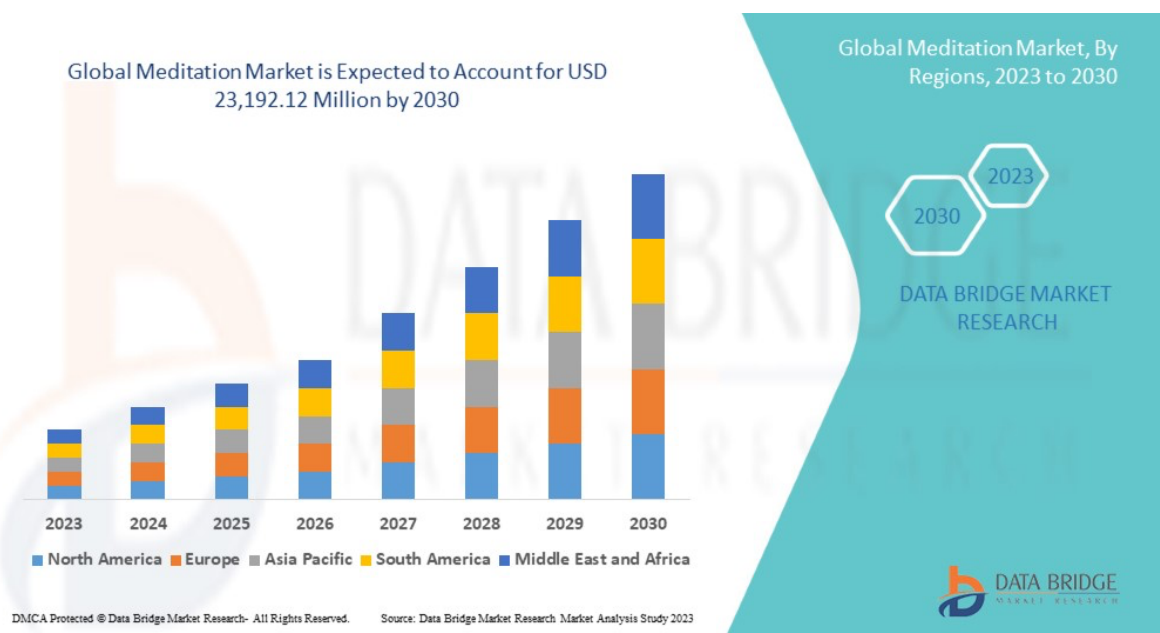


# Medical Devices

Global Meditation Market, By Product (Apps, Websites, Books, Online Courses, Yoga Centers, Meditation Programs and Workshops), Meditation Type (Progressive Relaxation/Body Scan Meditation, Mindfulness Meditation, Breath Awareness Meditation, Spiritual Meditation/ Transcendental Meditation, Zen Meditation, Kundalini Yoga and Metta Meditation), Indication (Mental Condition (Stress/ Anxiety Disorders/Mood Disorders/Depression) and Physical Condition (Pain/[Insomnia](#)/Asthma/Substance Abuse/Pregnancy)), Type (Open Monitoring, Focused Attention and Self-Transcending Meditation), Age Group (Adults and Children), Usage (Individual and Group), Information Use (Internet and Books/Newspaper/Articles), End Use (Home Setting, Meditation Centers and Corporates/Schools/Colleges) - Industry Trends and Forecast to 2030.



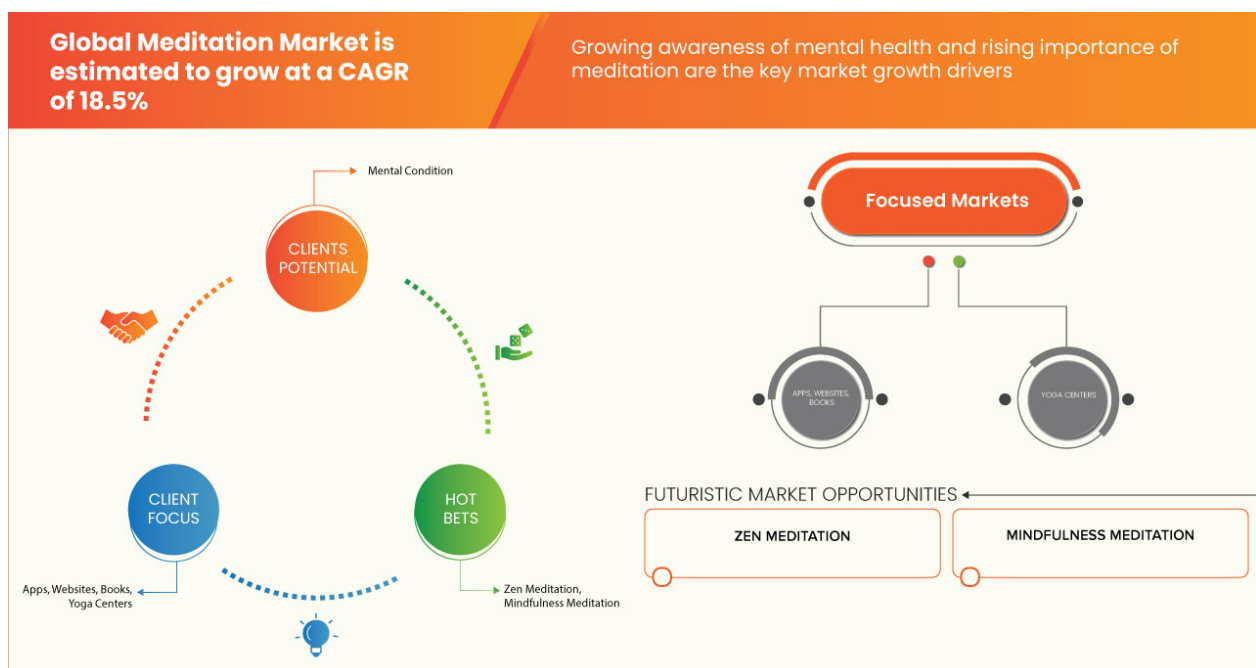
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## Meditation Market Analysis and Insights

The benefits of meditation are manifold – a calm mind, focussed attention, good concentration power, clarity of thoughts and feelings, balanced emotions in stressful situations, improved communication skills, the birth of new skills and talents, unshakeable inner strength, healing powers, ability to connect to an inner source of energy, relaxation, rejuvenation, and even the ability to attract good luck. These are all the natural effects of regular meditation practice.



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The rising prevalence of mental disorders such as depression and anxiety and increasing health expenditure have accelerated the need for meditation apps and programs worldwide. The surge in innovations and technologies is also propelling the growth of the market.

The global meditation market is expected to gain market growth in the forecast period of 2023 to 2030. Data Bridge Market Research analyses that the market is growing with a CAGR of 18.5% in the forecast period of 2023 to 2030 and is expected to reach USD 23,192.12 million by 2030 from USD 6,251.97 million in 2022.

Global meditation market report provides details of market share, new developments, and product pipeline analysis, the impact of domestic and localized market players, analyses opportunities in terms of emerging revenue pockets, changes in market regulations, product approvals, strategic decisions, product launches, geographic expansions, and technological innovations in the market. To understand the analysis and the market scenario, contact us for an analyst brief. Our team will help you create a revenue-impact solution to achieve your desired goal. The scalability and business expansion of the retail units in the developing countries of various regions and partnership with suppliers for the safe distribution of machine and drugs products are the major drivers that propelled the demand of the market in the forecast period.

Report Metric	Details
Forecast Period	2023 to 2030

Base Year	2022
Historic Years	2021 (Customizable to 2015-2020)
Quantitative Units	Revenue in USD Million
Segments Covered	Product (Apps, Websites, Books, Online Courses, Yoga Centers, Meditation Programs and Workshops), Meditation Type (Progressive Relaxation/Body Scan Meditation, Mindfulness Meditation, Breath Awareness Meditation, Spiritual Meditation/ Transcendental Meditation, Zen Meditation, Kundalini Yoga and Metta Meditation), Indication (Mental Condition (Stress/ Anxiety Disorders/Mood Disorders/Depression) and Physical Condition (Pain/Insomnia/Asthma/Substance Abuse/Pregnancy)), Type (Open Monitoring, Focused Attention and Self-Transcending Meditation), Age Group (Adults and Children), Usage (Individual and Group), Information Use (Internet and Books/Newspaper/Articles), End Use (Home Setting, Meditation Centers and Corporates/Schools/Colleges)
Countries Covered	U.S., Canada, Mexico, U.K., Germany, Italy, France, Spain, Russia, Netherland, Switzerland, Turkey, Belgium and Rest of Europe, China, India, Japan, Australia, South Korea, Singapore, Indonesia, Thailand, Malaysia, Philippines and Rest of Asia-Pacific, Saudi Arabia, U.A.E., Israel, Egypt, South Africa and Rest of Middle East and Africa, Brazil, Argentina and Rest of South America
Market Players Covered	Smiling Mind, Inner Explorer Inc., Committee for Children, Stop, Breathe & Think PBC, Simple Habit, Inc., Calm, Headspace Inc., Inscape, Insight Network Inc., WAKING UP, LLC, MEDITOPIA, BetterMe, Aura Health, Sanity & Self, TEN PERCENT HAPPIER, Inward Inc, Portal Labs Ltd., MOBIO INTERACTIVE, and MindfulnessEverywhere and among others

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## Market Definition

Meditation can be defined as a set of techniques that are intended to encourage a heightened state of awareness and focused attention. Meditation is also a consciousness-changing technique that has been shown to have a wide number of benefits on psychological well-being.

Meditation is a mind and body practice that has a long history of use for increasing calmness and physical relaxation, improving psychological balance, coping with illness, and enhancing overall health and well-being. Many studies have been conducted to look at how meditation may be helpful for a variety of conditions, such as high blood pressure, certain psychological disorders, and pain. A number of studies also have helped researchers learn how meditation might work and how it affects the brain.

## **Global Meditation Market Dynamics**

### **Drivers**

- **Health and Mental Benefits from Meditation Practice**

The practice of meditation has gained significant traction in recent years, primarily driven by its numerous health and mental benefits. This growth can be attributed to a growing demand for stress relief and mental wellness solutions. Meditation has been shown to reduce stress, anxiety, and depression, which are increasingly prevalent in today's fast-paced, high-pressure world. People are willing to invest in meditation programs and apps as more individuals recognize the positive impact of meditation on their well-being, which is consequently driving market growth.

In addition, meditation's impact on physical health is another key driver. Studies have linked regular meditation practice to lower blood pressure, improved sleep, and enhanced immune function. This has

prompted individuals to seek meditation as a complementary therapy for various health conditions.

- **Rise in Meditation Apps**

The market is witnessing an upward trend in the popularity of meditation apps, and this trend is expected to be a driving force behind its continued growth. Meditation apps offer individuals convenient access to guided meditation sessions, mindfulness exercises, and meditation timers, making it easier for users to incorporate meditation into their daily routines.

Moreover, the integration of advanced technologies such as [Artificial Intelligence](#) (AI) and [Virtual Reality](#) (VR) into these apps enhances the overall user experience, personalizing meditation sessions and making them more engaging. In essence, the rise of meditation apps not only democratizes access to meditation but also contributes significantly to the market's overall growth trajectory by appealing to a tech-savvy and wellness-conscious consumer base.

# KEY INSIGHT

Increasing stress and anxiety among people is driving the market growth.



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## Opportunity

- **Increasing Adoption of Smartphones and Reliance in Digital Platforms**

[Smartphones](#) offer a convenient and accessible gateway to meditation, as they become an integral part of people's daily lives. Meditation apps, available on various app stores, have gained immense popularity, allowing users to access guided meditation sessions, mindfulness exercises, and relaxation techniques anytime and anywhere. This accessibility aligns perfectly with the fast-paced, modern lifestyle, enabling individuals to integrate meditation seamlessly into their routines. Manufacturers also utilizing this opportunity to grow in the market.

## Restraints/Challenges

- **Availability of Alternatives of Meditation**

The market faces potential restraints due to the availability of alternative wellness and stress management practices. While meditation has gained popularity for its effectiveness in promoting mental well-being, individuals have a range of options when seeking stress relief and relaxation. These alternatives include yoga, mindfulness-based therapies, fitness programs, and even pharmaceutical interventions such as anti-anxiety medications. The existence of these alternatives can divert potential users away from meditation and limit the market's growth.

- **Age Barrier Due to Digital Literacy Gap**

The digital literacy gap, particularly among older populations, presents a significant challenge to market growth. While meditation apps and online platforms have become a central part of the industry's growth, a substantial portion of the older demographic may not possess the necessary digital skills to effectively engage with these digital offerings. Many older individuals may struggle with navigating meditation apps, accessing online content, or utilizing wearable meditation technology, hindering their participation in this wellness trend.

## **Recent Developments**

- In May 2021, MOBIO INTERACTIVE announced that they developed personalized mental health therapy for people affected by the COVID-19 pandemic, which has detrimentally impacted mental health worldwide, causing increased stress, anxiety, and depression. This therapy tremendously helped people during the pandemic thereby generating more revenue for the company.
- In April, Green Shield Canada partnered with Mobio Interactive



on Pilot Project to offer Canadians a clinically-validated meditation programme, AmDTx. AmDTx has high-tech features that enable Canadians to measure how each training session has specifically affected their nervous system and personal wellbeing. This improved the mental well-being of the users and increased the sales of the company as more candidates enrolled for the programme.

## **Global Meditation Market Scope**

Global Meditation market is categorized into eight notable segments which are product, meditation type, indication, type, age group, usage, information source, and end use. The growth among segments helps you analyze niche pockets of growth and strategies to approach the market and determine your core application areas and the differences in your target markets.

### **Product**

- Apps, Websites, Books
- Online Courses
- Yoga Centers
- Meditation Programs
- Workshops

On the basis of product, the market is segmented into apps, websites, books, online courses, yoga centers, meditation programs, and workshops.

### **Meditation Type**

- Progressive Relaxation/Body Scan Meditation
- Mindfulness Meditation
- Breath Awareness Meditation

- Spiritual Meditation/ Transcendental Meditation
- Zen Meditation
- Kundalini Yoga
- Metta Meditation

On the basis of meditation type, the market is segmented into progressive relaxation/body scan meditation, mindfulness meditation, breath awareness meditation, spiritual meditation/transcendental meditation, zen meditation, kundalini yoga, and metta meditation.

## **Indication**

- Mental Condition (Stress/ [Anxiety Disorders](#)/Mood Disorders/Depression)
- Physical Condition (Pain/Insomnia/Asthma/Substance Abuse/Pregnancy)

On the basis of indication, the market is segmented into mental condition (stress/ anxiety disorders/mood disorders/depression) and physical condition (pain/insomnia/asthma/substance abuse/pregnancy).

## **Type**

- Open Monitoring
- Focused Attention
- Self-Transcending Meditation

On the basis of type, the market is segmented into open monitoring, focused attention, and self-transcending meditation.

## **Age Group**

- Adults

- Children

On the basis of age group, the market is segmented into adult and children.

### **Usage**

- Individual
- Group

On the basis of usage, the market is segmented into individual and group.

### **Information Source**

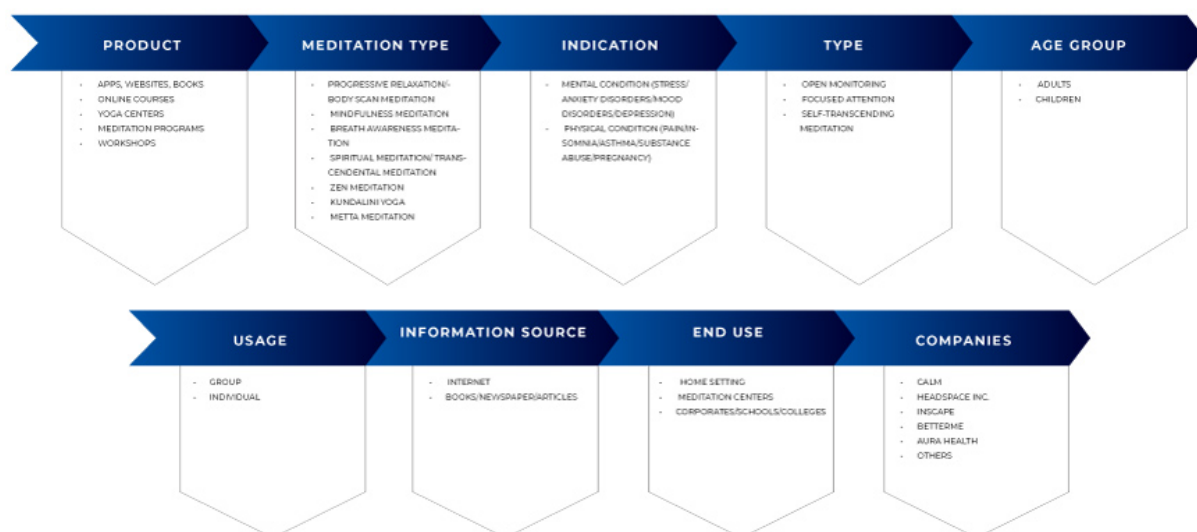
- Internet
- Books/Newspaper/Articles

On the basis of information source, the market is segmented into internet and books/newspaper/articles.

### **End Use**

- Home Setting
- Meditation Centers
- Corporates/Schools/Colleges

On the basis of end use, the market is segmented into home setting, meditation centers, and corporates/schools/colleges.



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## Global Meditation Market Regional Analysis/Insights

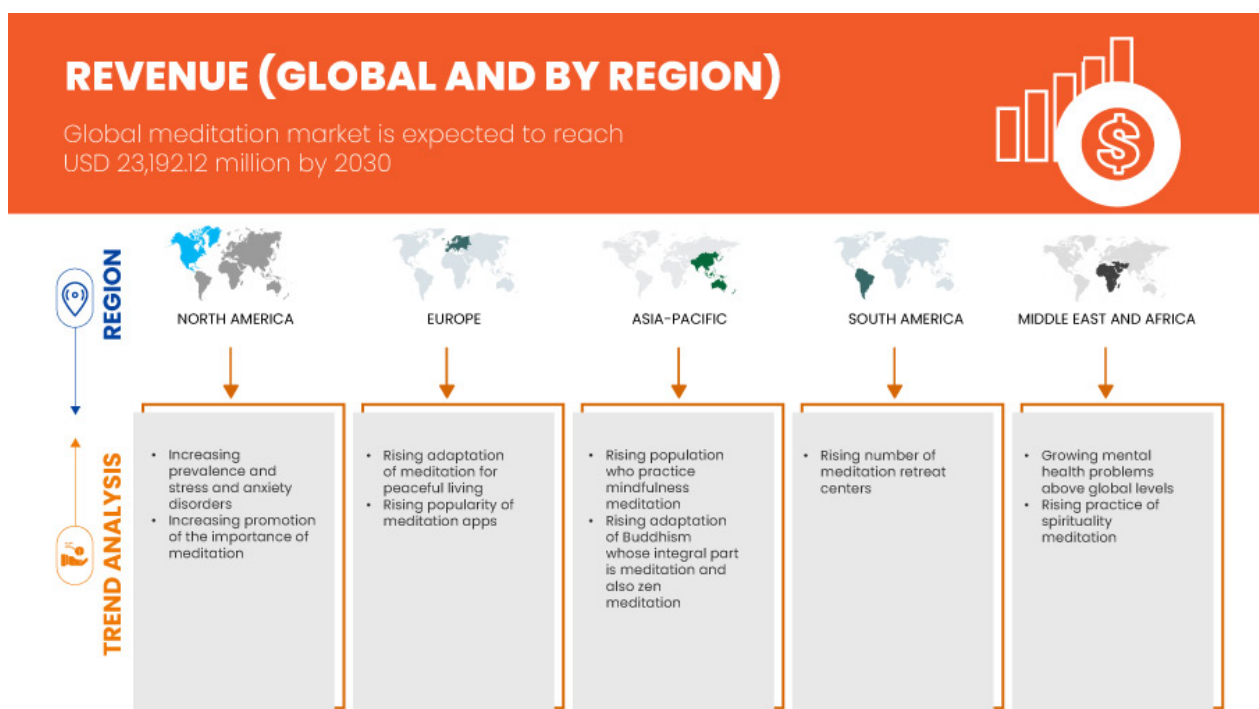
Global meditation market is categorized into eight notable segments which are based on product, meditation type, indication, type, age group, usage, information source, and end use.

The countries covered in this market report are U.S., Canada, Mexico, U.K., Germany, Italy, France, Spain, Russia, Netherland, Switzerland, Turkey, Belgium and Rest of Europe, China, India, Japan, Australia, South Korea, Singapore, Indonesia, Thailand, Malaysia, Philippines and Rest of Asia-Pacific, Saudi Arabia, U.A.E., Israel, Egypt, South Africa and Rest of Middle East and Africa, Brazil, Argentina and Rest of South America.

North America is expected to dominate the market due to the presence of key market players in the largest consumer market with

a high GDP. U.S. is expected to grow due to the rise in technological advancement in the market. U.K. dominates Europe region due to the mass production of meditation based products and increasing demand from emerging markets and expansion. China dominates Asia-Pacific region due to a rise in mental disorders.

The country section of the report also provides individual market-impacting factors and changes in regulation in the market domestically that impact the current and future trends of the market. Data points such as new sales, replacement sales, country demographics, regulatory acts, and import-export tariffs are some of the major pointers used to forecast the market scenario for individual countries. Also, the presence and availability of global brands and their challenges faced due to large or scarce competition from local and domestic brands, and the impact of [sales](#) channels are considered while providing forecast analysis of the country data.



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## Competitive Landscape and Global

# **Meditation Market Share Analysis**

Global meditation market competitive landscape provides details by competitor. Details included are company overview, company financials, revenue generated, market potential, investment in R&D, new market initiatives, production sites and facilities, company strengths and weaknesses, product launch, product approvals, product width and breadth, application dominance, and product type lifeline curve. The above data points provided are only related to the company's focus on the Global Meditation market.

Some of the major players operating in the Global Meditation market are Smiling Mind, Inner Explorer Inc., Committee for Children, Stop, Breathe & Think PBC, Simple Habit, Inc., Calm, Headspace Inc., Inscape, Insight Network Inc., WAKING UP, LLC, MEDITOPIA, BetterMe, Aura Health, Sanity & Self, TEN PERCENT HAPPIER, Inward Inc, Portal Labs Ltd., MOBIO INTERACTIVE, and MindfulnessEverywhere and among others.

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