

Justdial data shows 23% spike in healthcare searches, mental health queries lead with 41% growth



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- Non-metro cities drive healthcare awareness, recording 25% higher searches for medical services*
- Orthopaedic care emerges as the second most searched speciality with 38% nationwide growth*
- Women's health takes centre stage as gynaecology searches rise 28% across India*
- Traditional medicine gains ground: ayurvedic consultations see 18% growth*
- Metropolitan cities show balanced growth, Delhi leads with a 20% increase in healthcare searches*

As India navigates through 2024, a significant shift in health consciousness is becoming increasingly apparent, with citizens actively seeking diverse healthcare solutions. This evolving health awareness spans across traditional and modern medicine, mental well-being, and specialised care, reflecting a comprehensive approach to personal health management.

Justdial, India's No. 1 local search engine, has recorded a substantial 23% increase in healthcare-related searches across the country, comparing January-October 2024 to the same period in 2023. This surge in health-related queries paints a compelling picture of changing healthcare priorities among Indians, with particularly strong growth seen in non-metropolitan cities, which registered a 25% increase in overall healthcare searches.

Perhaps the most telling trend is the remarkable 41% nationwide surge in searches for psychologists, with cities like Kolkata, Mumbai, and Kozhikode showing increases of 43%, 36%, and 29%, respectively. This dramatic rise in mental health-related queries signals a significant shift in attitudes as Indians increasingly recognise and prioritise mental well-being alongside physical health.

The focus on physical wellness is equally pronounced, with orthopaedic care searches rising by 38% across India. Cities like Lucknow and Delhi led this trend with 37% and 36% increases, respectively, while Bangalore and Patna both saw 32% growth. This attention to bone and joint health goes hand in hand with a growing emphasis on women's health, as evidenced by a 28% increase in searches for gynaecologists and obstetricians. Cities like Pune (33%), Hyderabad (31%), and Mumbai (29%) showed particularly strong interest in women's healthcare services.

The data reveals an interesting contrast between metropolitan and non-metropolitan areas. While metro cities showed a collective increase of 15% in healthcare searches, with Delhi leading at 20%, followed by Hyderabad at 17% and Chennai at 16%, non-metro cities demonstrated even stronger growth. Chandigarh emerged as the frontrunner with a 31% increase, followed by Lucknow at 23% and Surat at 22%, suggesting a rapidly growing health consciousness in smaller urban centres.

Notably, the surge in searches for Ayurvedic doctors, showing an 18% increase nationwide with particularly strong showings in Delhi (29%) and Mumbai (21%), indicates a growing interest in traditional healing methods. This trend, combined with a steady 13% increase in searches for general physicians, suggests that Indians are increasingly adopting a balanced approach to healthcare, combining modern medicine with traditional wellness practices.

This comprehensive shift in healthcare seeking behaviour, as reflected in Justdial's search data, indicates a maturing understanding of health among Indians. From mental wellness to reproductive health, from specialised care to traditional medicine, the data points to an encouraging trend: Indians are taking a more proactive and holistic approach to their health and well-being.

About Just Dial Limited

Just Dial Limited provides local search related services to users in India through multiple platforms such as Desktop/PC website, mobile site, mobile apps (Android & iOS), over the telephone (Voice, pan India number 88888-88888) and text (SMS). Justdial's latest version of JD App, is an All-in-One App, replete with features like Map-aided Search, Live TV, Videos, Stock quotes, etc. to make the life of the consumer infinitely smoother & more engaging.

The Company has recently launched its B2B marketplace platform, **JD Mart**. JD Mart platform, available at <https://www.jdmart.com> and via apps on Play Store and App Store, is aimed at enabling millions of India's manufacturers, distributors, wholesalers, retailers to become internet-ready in post-COVID era, get new customers and sell their products online. The platform offers digital product catalogues to businesses and aims at digitalising India's businesses, especially MSMEs, across categories. Buyers can discover quality vendors offering a wide selection of products to choose from, spread across millions of categories to suit all B2B needs.

Justdial has also initiated transaction-oriented services for its users. These services aim at making several day-to-day tasks conveniently actionable and accessible to users from one App. With this step, Justdial is transitioning from being purely a provider of local search and related information to being a direct/indirect enabler of such transactions. Justdial has also recently launched an end-to-end business management solution for SMEs, through which it intends to transition thousands of SMEs to efficiently run business online and have their adequate online presence via their own website, mobile site. Apart from this, Justdial has also launched JD Pay, a unique solution for quick digital payments for its users and vendors.

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