

RESEARCH REPORT ON THE MENTAL HEALTH ANALYSIS OF GEN Zs AND COMPARATIVE ANALYSIS OF SELECTED MENTAL HEALTH PRODUCTS.

Introduction- Mental health has become an increasingly prominent public health concern globally, with digital solutions playing a critical role in closing the access gap to mental health care. The COVID-19 pandemic further amplified the urgency for scalable, accessible, and affordable mental health interventions. In response, a variety of digital mental health platforms and organisations have emerged, offering diverse services ranging from AI-driven self-help tools to live therapy sessions and community-based psychosocial support.

This report presents a comprehensive competitor analysis of six notable mental health initiatives, such as **Wysa, BetterHelp, Talkspace, Mentally Aware Nigeria Initiative (MANI), She Writes Woman, and Africa Mind Hub**. These platforms were selected to reflect a mix of global, tech-driven companies and African, community-rooted organisations, providing a balanced view of how mental health challenges are being addressed across different socio-economic and cultural contexts. Responses were also collected from Gen Zs- the target population, and questions regarding their demographic and mental health preferences were asked.

The analysis focuses on each organisation's origin, product offerings, pricing structures, impact, user reviews, and operational strengths and weaknesses. It also examines key market trends such as rising customer demand, technological innovation, and emerging opportunities within Africa's rapidly evolving digital health landscape.

By understanding how these organisations operate, their value propositions, and the challenges they face, this report aims to inform stakeholders, including policymakers, mental health advocates, and digital health entrepreneurs, on best practices and strategic gaps in the mental health sector.

Background- Gen Zs are the first generation born into a world with internet access and technologies. The term is used to describe individuals born between the late 1990s and early 2000s. According to an article written by the American Psychological Association, about 91% of Gen Z adults have experienced a form of physical or mental stress leading to depression and anxiety. Research also suggests that these individuals are the least likely to report excellent mental health (*“Gen Z more likely to report mental health concerns”*, APA, 2019). It is based on these facts that we seek to understand the impact of mental health products and how they can be made attractive and usable by this demographic.

The Task

1. Provide a structured dataset of the collected target audience data- preferences, demographics, behaviours.
2. Conduct competitor analysis of the mental health products, including their products and pricing.
3. Conduct market research data

Three of the mental health products were chosen locally in Nigeria, and they are Mentally Aware Nigeria (MANI), She Writes Woman, and Africa Mind Hub. Wysa, BetterHelp and Talkspace are international mental health products.

1. **WYSA-** [Website](#)



Founded in 2016 by Jo Aggarwal and Ramakant Vempati, Wysa is an AI-powered mental health app designed to provide anonymous, 24/7 support through a chatbot interface. It incorporates evidence-based techniques like Cognitive Behavioural Therapy (CBT) to assist users in managing stress, anxiety, and depression.

Impact & Success: Wysa has garnered significant recognition, including trials with the UK's National Health Service (NHS) and acceptance by the US Food and Drug Administration (FDA) for specific therapy cases. Its AI-driven approach aims to bridge the gap in mental health support, especially in regions with limited access to traditional therapy. [WIRED](#)

User Reviews: A study analysing user feedback found that 84.5% of 7,929 reviews gave Wysa a 5-star rating. Users appreciated the app's interactivity, the variety of exercises, and the non-judgmental space it provided. One user noted, "The interactive experience helped more than the journaling exercises I've done in the past."

2. **BetterHelp -** [Website](#)



Established in 2013 by Alon Matas and Danny Bragonier, BetterHelp is an online platform connecting individuals with licensed therapists through video, phone, and messaging. It aims to make professional counselling accessible and affordable. [Wikipedia](#)

Impact & Success: By 2021, BetterHelp had facilitated over 33 million therapy sessions and reported revenues of \$700 million. The platform has partnered with various influencers and organisations to promote mental health awareness and services. [Wikipedia](#)

User Reviews: While many users have found value in BetterHelp's services, some have raised concerns about therapist matching and pricing. A Reddit user shared, "I used them and had a really helpful counsellor, but it is so overpriced...especially when converting to another currency."

3. **Talkspace-** [Website](#)



Founded in 2012 by Roni and Oren Frank, Talkspace offers online therapy services, including individual, couples, and teen therapy, as well as psychiatric services. The platform provides various subscription plans and accepts insurance.

Impact & Success: Talkspace has served over 1.5 million clients and employs therapists across all 50 U.S. states. The platform has raised significant funding and has been recognised for its efforts to make therapy more accessible. [Wikipedia](#)

User Reviews: User experiences with Talkspace are mixed. Some appreciate the convenience and accessibility, while others have reported issues with therapist availability and customer service. A Reddit user recounted, "After I paid more than \$300 for its monthly sub, the matching agent kept matching me with therapists who weren't even available." [R](#)

4. **Mentally Aware Nigeria (MANI)-** [Website](#)

Established in 2016, MANI is Nigeria's largest youth-run mental health organisation. It focuses on combating mental health stigma and providing accessible support services across the country. [Mentally Aware](#)

Impact & Success: MANI has directly supported over 45,000 individuals, primarily between 18 to 25 years old. The organisation conducts mental health training and workshops in schools, communities, and workplaces. It also runs awareness campaigns and provides crisis support services. [Mentally Aware](#)

User Reviews: MANI's initiatives have been well-received, with testimonials highlighting the organisation's role in providing support during crises. One user shared, "MANI played a huge role in my survival," emphasising the impact of its services.

5. **She Writes Woman-** [Website](#)



Founded in 2016 by Hauwa Ojeifo, She Writes Woman is a Nigerian non-profit organisation focusing on women's mental health. It aims to provide support, advocacy, and education to empower women facing mental health challenges.

Impact & Success: The organisation has been instrumental in advocating for mental health rights and has provided support services to numerous women across Nigeria. It emphasises storytelling and lived experiences to destigmatise mental health issues.

User Reviews: While specific user reviews are limited, She Writes Woman has been recognised for its impactful work in mental health advocacy, particularly in creating safe spaces for women to share their stories and seek support.

6. **Africa Mind Hub-** Africa Mind Hub is a mental health organisation focused on providing awareness programs, counselling, and community support across Africa. It aims to address the mental health needs of African communities through culturally relevant interventions.

Impact & Success: The organisation offers mental health training, workshops, and counselling services, striving to integrate traditional and modern practices. Its community-based approach seeks to make mental health support more accessible across the continent.

User Reviews: While detailed user reviews are scarce, Africa Mind Hub's initiatives have been acknowledged for their efforts to raise mental health awareness and provide support in African communities.

The task was to determine the differences in products, pricing, strengths and weaknesses of these products. We were also required to compare market trends- customer demand and emerging opportunities across these products.

The findings gathered from an exhaustive competitor analysis are provided below.

Platform	Type	Pricing	Strengths	Weaknesses
Wysa	AI Chatbot	Free/\$30+	24/7 support, CBT tools	Limited for severe cases.
BetterHelp	Online Therapy	\$60–\$90/week	Licensed therapists, flexible	High cost, privacy concerns. Limited in certain regions, including Africa.
Talkspace	Online Therapy	\$260+/month	Messaging options, diverse	Criticised for questionable claims about effectiveness and user privacy. Faced a class-action lawsuit alleging securities fraud in 2021. Limited cultural adaptation for non-U.S. markets.

Mentally Aware Nigeria Initiative (MANI)	<p>Mental health awareness campaigns.</p> <p>Peer support groups.</p> <p>Suicide prevention hotline.</p> <p>Social media advocacy.</p>	Free (donation-funded).	<p>Strong grassroots and youth engagement.</p> <p>Culturally relevant programs.</p> <p>Nationwide reach in Nigeria.</p>	<p>Limited clinical services.</p> <p>Heavily reliant on donations.</p> <p>Limited digital therapy infrastructure.</p>
She Writes Woman	<p>Mental health helpline.</p> <p>Peer support for women.</p> <p>Legal and policy advocacy.</p> <p>Storytelling and lived experience platforms.</p>	Mostly free or subsidised.	<p>Focused on women's mental health.</p> <p>Engages in policy reform and advocacy.</p> <p>Community-driven approach.</p>	<p>Limited digital service offerings.</p> <p>Primarily Nigeria-focused.</p> <p>Resource-constrained.</p>
Africa Mind Hub	<p>Mental health training.</p> <p>Online and offline workshops.</p> <p>Counselling services.</p> <p>Pan-African mental health advocacy.</p>	Mixed (free & paid).	<p>Pan-African scope.</p> <p>Integrates traditional and modern practices.</p> <p>Focus on capacity building.</p>	<p>Limited app or tech presence.</p> <p>Varying impact across regions.</p> <p>Early-stage development in some areas.</p>

Research methodology

For this project, we used both a **primary and a secondary** data collection methodology. The data collected from the target audience -Gen Zs describes a primary data collection method. Relevant questions obtained through literature review and online searches were used in creating the collected information. The data was collected using Google Forms, which automatically sent responses to a Google Sheet. The questions were closed-ended to avoid data errors and inconsistencies. The form can be accessed [Here](#).

The secondary data collection methodology describes analysing already available data. Publicly available data was collected from credible online platforms, databases and journals. The data sources used in this report are.

- **Official websites** (e.g., [wysa.com](#), [betterhelp.com](#))
- **Published articles** (e.g., peer-reviewed journals from Google Scholar)
- **News sites and tech blogs** (e.g., Wired, HealthTech news)
- **App store reviews and Reddit user feedback** for real-world user opinions
- **Wikipedia** and organisational profiles for background and origin stories

Content Analysis was also used to review qualitative data in the form of reviews and ratings.

Finally, **comparative analysis** was used to create a structured comparison based on common parameters such as product features and pricing, market presence and reach, user reviews and satisfaction ratings and social impact.

Results- The Google form created to elicit responses from the target population can be accessed [Here](#). The grouped columns are age, gender, educational level, occupation, geopolitical zone, average internet usage, preferred social media site, mental health status, mental health challenges, the importance of anonymity, preference for human support, willingness to use a mental health app, and basis to trust a mental health app. The questions the analysis answered include.

1. **To identify what different age groups want in a mental health app (demographics).** About half (50%) of the respondents indicated they would prefer a mix of AI and human interactions as technical support or a counsellor, and 53.3% of the respondents aged between 16 and 19 opined that they preferred human interaction. Individuals aged between 20 and 23 years had a fair mental health status based on the questions asked.
2. **Are certain challenges like anxiety and depression more commonly reported by specific genders?** Our analysis showed that 52.2% of the respondents who are females indicated that they experienced anxiety sometimes, while only 9.4% of the females answered that they had low self-esteem. More than half (53.3%) of the females experience depression. Almost a third (32.3%) of the male respondents exhibited a high form of self-esteem.
3. **To understand popular platforms by region.** More than half (70.2%) of the respondents were from the South-west, and 85% of them rated WhatsApp as their most preferred social media platform. This was closely followed by Instagram having 75% of the Southwestern respondents.

4. **To understand support preference and its impact on usage (features).** More than half of the respondents (68.75%) who used social media apps daily were females, while only a third (33.3%) who used the apps weekly were males. Females preferred WhatsApp and Instagram, while males preferred WhatsApp and Snapchat.
5. **To understand how important anonymity is to potential users (trust and retention).** 20.3% of the respondents indicated that privacy was the most important factor to consider when choosing an app.

The comparative analysis gave interesting results, which are written below.

WYSA was regarded as the best of the three foreign products and had few features, such as having 4.8 out of 5 stars on google Play Store, 5 million users, clinically validated, 11 million lives covered, has a large following on Instagram and LinkedIn, presently in 95 countries, AI driven among others.

Betterhelp has 4.5-star ratings, has no AI drive, has a large social media following on Instagram and LinkedIn, suffered a data privacy crisis, and is largely marketed by influencers.

Talkspace has no IG and LinkedIn presence, has a rating of 2.4 stars, and pricing starts at \$109 per week.

Key lessons

1. Digital platforms (like WYSA, BetterHelp, and Talkspace) are successful largely because they break down barriers to mental health care, such as **geographic location, stigma, and cost**.
2. Organisations like **Mentally Aware Nigeria Initiative (MANI)** and **She Writes Woman** are successful because they provide **culturally relevant** and **community-rooted** mental health support.
3. While AI-powered apps like WYSA can provide helpful self-help tools, many users still crave **human interaction**, empathy, and customised support.
4. In African settings, limited digital access can undermine the effectiveness of app-based models unless supported by **offline services** or **low-data solutions**.
5. While Africa has fewer established mental health tech companies, **demand is growing**, especially among young people.
6. Finally, this project tested the team's skills and increased our knowledge on how to handle datasets, conduct in-depth analysis and provide needed and important insights related to the business problem.

Limitations- the limitations found in this project are as follows

1. User reviews and ratings may be biased and not representative of the product.
2. Limited transparency for some African organisations, e.g. Africa Mind Hub, due to less online presence or shared metrics.
3. The data might not be representative of the population as it was not obtained through statistical methods.

Recommendations

1. The creation of any mental health app should be based on user preferences, as this would increase adoption.
2. Include **gender-sensitive mental health modules** that address anxiety, body image, and social pressures for females.
3. Provide **anonymous user profiles, end-to-end encryption, and clear privacy policies**.
4. Prioritise **depression and anxiety relief content** (e.g., guided meditations, coping strategies, peer stories).

Conclusion

The analysis of Wysa, BetterHelp, Talkspace, Mentally Aware Nigeria Initiative (MANI), She Writes Woman, and Africa Mind Hub reveals a dynamic and evolving landscape in digital mental health care. These organisations demonstrate varying approaches to addressing the global mental health crisis, from AI-powered self-help tools and remote therapy platforms to community-based advocacy and culturally sensitive interventions.

While global platforms like Wysa, BetterHelp, and Talkspace have leveraged technology to scale mental health services across borders, African organisations such as MANI, She Writes Woman, and Africa Mind Hub emphasise local engagement, destigmatisation, and grassroots support. Each model offers unique strengths: tech platforms excel in accessibility and convenience, while community-based initiatives are more culturally resonant and contextually relevant.

Despite the progress made, key challenges persist. These include gaps in digital infrastructure, limitations in affordability and data privacy, and the ongoing stigma surrounding mental health, especially in African contexts. However, the growing demand for accessible, user-friendly mental health services presents a significant opportunity for innovation and collaboration across sectors.

Going forward, the most effective mental health solutions will likely be those that blend technology with empathy, local relevance with global standards, and innovation with inclusiveness. This report provides a foundation for further research, investment, and policy development aimed at strengthening mental health systems and promoting well-being across diverse populations.

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