

Global Brain Health Functional Food and Beverage Market Size study & Forecast, by Ingredients (Anthocyanins, Choline, Resveratrol, Ashwagandha, Ginkgo Biloba, Omega 3, Vitamins & Minerals, L-theanine, Curcumin, Others) by Product (Bakery Products, Dairy Products, Cereals & Grains, Baby Food, Nutritional Bars & Supplements, Others), by Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others) and Regional Analysis, 2022-2029

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Abstracts

Global Brain Health Functional Food and Beverage Market is valued at approximately USD 16.4 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 10.5% over the forecast period 2022-2029. Brain Health Functional Food and Beverage includes various nutrients desired by us, essential vitamins, minerals, and unsaturated fatty acids. The Brain Health Functional Food and Beverages are products that contain various nutritional properties generally required by the human brain to function properly. It is a safe way to provide mental health benefits to consumers, increasing mental illnesses, increasing awareness of mental health & well-being, increasing demand, increasing availability and access to brain health functional food and beverage and consumption of snacks for leisure time, and increasing expenditure of consumers in brain health functional food and beverages are the factors driving the market growth.

According to the World Health Organization, it was estimated that 15% of adults globally

suffer from mental health issues in the year 2019. 85% of people in low and middle-income countries are deprived of any mental health treatment, due to which WHO launched a Special initiative for mental health in 2019 for easy accessibility of treatment in the six regions with the aim of providing access to 100 million more people in these regions. Increasing mental illnesses and increasing initiatives for improving mental health are the major factors driving the growth of the market. Other important components driving market increase are Increasing availability and access to brain health functional food and beverage, increasing demand and consumption of snacks for leisure time, and increasing expenditure of consumers in brain health functional food and beverages. Furthermore, the focus of market players in incorporating new technologies and customized solutions and emerging new raw material products are the factors creating major market opportunities in the forecast period. However, the risk of side effects of Brain Health Functional Food and Beverage stifles market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Brain Health Functional Food and Beverage Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America dominated the market in terms of revenue, owing to the increase in the mental issues among the large population, increasing awareness of including brain health functional food and beverages into their diet, and increasing initiatives by the government to improve mental health and well-being. Asia Pacific is expected to grow with the highest CAGR during the forecast period, owing to factors such as rising mental health awareness, increasing consumption of brain health functional food and beverages, improved lifestyle led to the awareness of healthy diet, and easy availability of raw materials in the region.

Major market player included in this report are:

BrainMD Health

Clutch Nutrition ApS

Brain Bar

Cerebelly

Rage Coffee

Kellogg's Company

Koios Beverage Corp

Ingenuit Brands – Brainiac

OF DREAMS & KNOWLEDGE – MILESTONE

Memore

Recent Developments in the Market:

In August 2022, Nu: tropic bars were launched by Nu: tropic brand to improve their

function of brain health. The introduction of Nu:tropic bars is expected to revolutionize both the traditional snack and nootropic industries and make maintaining everyday brain health easier than ever.

In September 2022, New Zealand's dairy company Fonterra launched BioKodeLab, a supplement brand, to expand its business. With BioKodeLab's ability to recognize, Fonterra aims to deliver the best dairy and best plant to promote brain health in a technologically advanced environment.

Global Brain Health Functional Food and Beverage Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Ingredients, Product, Distribution Channel, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and Ingredients offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Ingredients:

Anthocyanins

Choline

Resveratrol

Ashwagandha

Ginkgo Biloba

Omega 3

Vitamins & Minerals

L-theanine

Curcumin

Others

By Product:

Bakery Products

Dairy Products

Cereals & Grains

Baby Food

Nutritional Bars & Supplements

Others

By Distribution Channel:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Stores

Online

Others

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

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