

# **Global Brain Health Supplements Market Size study, by Type (Natural Molecules, Herbal Extract and Vitamins & Minerals), Application (Memory Enhancement, Attention & Focus, Depression & Mood and Others) and Regional Forecasts 2020-2027**

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## **Abstracts**

Global Brain Health Supplements Market is valued approximately USD 6.68 billion in 2019 and is anticipated to grow with a healthy growth rate of more than 8% over the forecast period 2020-2027. Supplements are those products which are taken to improve and enhance and any kind of deficiency in the human body. Then can be given to the consumers in the form of pills, capsules, or in powdered or liquid form. Brain health supplements are comprised of vitamins and nutritional benefits to reduce stress, increase concentration level, elevate mood or memory and prevent from anxiety, depression and dementia. Further, hectic lifestyles in urban cities has increased the mental stress, easy availability of these products, rise in elderly population has led the adoption of Brain Health Supplements across the forecast period. For Instance: as per the AARP Brain Health and Dietary Supplements Survey 2019, more than one-fourth of 50 aged & above Americans regularly takes brain health supplements. The depression and mood segment is expected to have the larger share in the rising market. According to the WHO data published in January 2020, depression is a widespread mental illness in which over 264 million people around the world suffer from depression. However, lack of strict government regulations related to the product authenticity, the high cost and the harmful side effects, impedes the growth of the market over the forecast period of 2020-2027. Also, with the increasing prevalence of mental illness, consumers getting more aware about the products and the easy availability of them in the market has increased the opportunity and led the adoption & demand for Brain Health Supplements are likely to increase.

The regional analysis of global Brain Health Supplements Market is considered for the key regions such as Asia Pacific, North America, Europe, Latin America and Rest of the World. North America is the leading/significant region across the world in terms of market share owing to the growing elderly population and promptness & affordability of brain health supplements coupled with the rising competition in the job market. Whereas, Asia-Pacific is also anticipated to exhibit highest growth rate / CAGR over the forecast period 2020-2027. Factors such as rising disposable income, rising stressful lives, awareness about the mental health problems and easy availability of supplements would create lucrative growth prospects for the Brain Health Supplements Market across Asia-Pacific region.

Major market player included in this report are:

Teva Pharmaceutical Industries Ltd.

HVMN Inc.

Purelife bioscience Co., Ltd.

Peak Nootropics

AlternaScript, LLC.

Liquid Health, Inc.

Natural Factors Nutritional Products Ltd.

Reckitt Benckiser Group plc.

Onnit Labs, Inc.

Quincy Bioscience.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Type:

Natural Molecules

Herbal Extract

Vitamins & Minerals

By Application:

Memory Enhancement

Attention & Focus

Depression & Mood

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

Furthermore, years considered for the study are as follows:

Historical year – 2017, 2018

Base year – 2019

Forecast period – 2020 to 2027

Target Audience of the Global Brain Health Supplements Market in Market Study:

Key Consulting Companies & Advisors

Large, medium-sized, and small enterprises

Venture capitalists

Value-Added Resellers (VARs)

Third-party knowledge providers

Investment bankers  
Investors

## Contents

### **CHAPTER 1. EXECUTIVE SUMMARY**

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2018-2027 (USD Billion)
  - 1.2.1. Brain Health Supplements Market, by Region, 2018-2027 (USD Billion)
  - 1.2.2. Brain Health Supplements Market, by Type, 2018-2027 (USD Billion)
  - 1.2.3. Brain Health Supplements Market, by Application, 2018-2027 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

### **CHAPTER 2. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET DEFINITION AND SCOPE**

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
  - 2.2.1. Scope of the Study
  - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

### **CHAPTER 3. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET DYNAMICS**

- 3.1. Brain Health Supplements Market Impact Analysis (2018-2027)
  - 3.1.1. Market Drivers
  - 3.1.2. Market Challenges
  - 3.1.3. Market Opportunities

### **CHAPTER 4. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET INDUSTRY ANALYSIS**

- 4.1. Porter's 5 Force Model
  - 4.1.1. Bargaining Power of Suppliers
  - 4.1.2. Bargaining Power of Buyers
  - 4.1.3. Threat of New Entrants
  - 4.1.4. Threat of Substitutes
  - 4.1.5. Competitive Rivalry

- 4.1.6. Futuristic Approach to Porter's 5 Force Model (2017-2027)
- 4.2. PEST Analysis
  - 4.2.1. Political
  - 4.2.2. Economical
  - 4.2.3. Social
  - 4.2.4. Technological
- 4.3. Investment Adoption Model
- 4.4. Analyst Recommendation & Conclusion

## **CHAPTER 5. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET, BY TYPE**

- 5.1. Market Snapshot
- 5.2. Global Brain Health Supplements Market by Type, Performance - Potential Analysis
- 5.3. Global Brain Health Supplements Market Estimates & Forecasts by Type 2017-2027 (USD Billion)
- 5.4. Brain Health Supplements Market, Sub Segment Analysis
  - 5.4.1. Natural Molecules
  - 5.4.2. Herbal Extract
  - 5.4.3. Vitamins & Minerals

## **CHAPTER 6. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET, BY APPLICATION**

- 6.1. Market Snapshot
- 6.2. Global Brain Health Supplements Market by Application, Performance - Potential Analysis
- 6.3. Global Brain Health Supplements Market Estimates & Forecasts by Application 2017-2027 (USD Billion)
- 6.4. Brain Health Supplements Market, Sub Segment Analysis
  - 6.4.1. Memory Enhancement
  - 6.4.2. Attention & Focus
  - 6.4.3. Depression & Mood
  - 6.4.4. Others

## **CHAPTER 7. GLOBAL BRAIN HEALTH SUPPLEMENTS MARKET, REGIONAL ANALYSIS**

- 7.1. Brain Health Supplements Market, Regional Market Snapshot
- 7.2. North America Brain Health Supplements Market

- 7.2.1. U.S. Brain Health Supplements Market
  - 7.2.1.1. Type breakdown estimates & forecasts, 2017-2027
  - 7.2.1.2. Application breakdown estimates & forecasts, 2017-2027
- 7.2.2. Canada Brain Health Supplements Market
- 7.3. Europe Brain Health Supplements Market Snapshot
  - 7.3.1. U.K. Brain Health Supplements Market
  - 7.3.2. Germany Brain Health Supplements Market
  - 7.3.3. France Brain Health Supplements Market
  - 7.3.4. Spain Brain Health Supplements Market
  - 7.3.5. Italy Brain Health Supplements Market
  - 7.3.6. Rest of Europe Brain Health Supplements Market
- 7.4. Asia-Pacific Brain Health Supplements Market Snapshot
  - 7.4.1. China Brain Health Supplements Market
  - 7.4.2. India Brain Health Supplements Market
  - 7.4.3. Japan Brain Health Supplements Market
  - 7.4.4. Australia Brain Health Supplements Market
  - 7.4.5. South Korea Brain Health Supplements Market
  - 7.4.6. Rest of Asia Pacific Brain Health Supplements Market
- 7.5. Latin America Brain Health Supplements Market Snapshot
  - 7.5.1. Brazil Brain Health Supplements Market
  - 7.5.2. Mexico Brain Health Supplements Market
- 7.6. Rest of The World Brain Health Supplements Market

## **CHAPTER 8. COMPETITIVE INTELLIGENCE**

- 8.1. Top Market Strategies
- 8.2. Company Profiles
  - 8.2.1. Teva Pharmaceutical Industries Ltd.
    - 8.2.1.1. Key Information
    - 8.2.1.2. Overview
    - 8.2.1.3. Financial (Subject to Data Availability)
    - 8.2.1.4. Product Summary
    - 8.2.1.5. Recent Developments
  - 8.2.2. HVMN Inc.
  - 8.2.3. Purelife bioscience Co., Ltd.
  - 8.2.4. Peak Nootropics
  - 8.2.5. AlternaScript, LLC.
  - 8.2.6. Liquid Health, Inc.
  - 8.2.7. Natural Factors Nutritional Products Ltd.

8.2.8. Reckitt Benckiser Group plc.

8.2.9. Onnit Labs, Inc.

8.2.10. Quincy Bioscience.

## **CHAPTER 9. RESEARCH PROCESS**

9.1. Research Process

9.1.1. Data Mining

9.1.2. Analysis

9.1.3. Market Estimation

9.1.4. Validation

9.1.5. Publishing

9.2. Research Attributes

9.3. Research Assumption



## List Of Tables

### LIST OF TABLES

TABLE 1. Global Brain Health Supplements Market, report scope

TABLE 2. Global Brain Health Supplements Market estimates & forecasts by Region 2017-2027 (USD Billion)

TABLE 3. Global Brain Health Supplements Market estimates & forecasts by Type 2017-2027 (USD Billion)

TABLE 4. Global Brain Health Supplements Market estimates & forecasts by Application 2017-2027 (USD Billion)

TABLE 5. Global Brain Health Supplements Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 6. Global Brain Health Supplements Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 7. Global Brain Health Supplements Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 8. Global Brain Health Supplements Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 9. Global Brain Health Supplements Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 10. Global Brain Health Supplements Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 11. Global Brain Health Supplements Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 12. Global Brain Health Supplements Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 13. Global Brain Health Supplements Market by segment, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 14. Global Brain Health Supplements Market by region, estimates & forecasts, 2017-2027 (USD Billion)

TABLE 15. U.S. Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 16. U.S. Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 17. U.S. Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 18. Canada Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 19. Canada Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 20. Canada Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 21. UK Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 22. UK Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 23. UK Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 24. Germany Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 25. Germany Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 26. Germany Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 27. RoE Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 28. RoE Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 29. RoE Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 30. China Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 31. China Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 32. China Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 33. India Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 34. India Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 35. India Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 36. Japan Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 37. Japan Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 38. Japan Brain Health Supplements Market estimates & forecasts by segment

2017-2027 (USD Billion)

TABLE 39. RoAPAC Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 40. RoAPAC Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 41. RoAPAC Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 42. Brazil Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 43. Brazil Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 44. Brazil Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 45. Mexico Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 46. Mexico Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 47. Mexico Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 48. RoLA Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 49. RoLA Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 50. RoLA Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 51. Row Brain Health Supplements Market estimates & forecasts, 2017-2027 (USD Billion)

TABLE 52. Row Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 53. Row Brain Health Supplements Market estimates & forecasts by segment 2017-2027 (USD Billion)

TABLE 54. List of secondary sources, used in the study of global Brain Health Supplements Market

TABLE 55. List of primary sources, used in the study of global Brain Health Supplements Market

TABLE 56. Years considered for the study

TABLE 57. Exchange rates considered

## List Of Figures

### LIST OF FIGURES

- FIG 1. Global Brain Health Supplements Market, research methodology
- FIG 2. Global Brain Health Supplements Market, market estimation techniques
- FIG 3. Global market size estimates & forecast methods
- FIG 4. Global Brain Health Supplements Market, key trends 2019
- FIG 5. Global Brain Health Supplements Market, growth prospects 2020-2027
- FIG 6. Global Brain Health Supplements Market, porters 5 force model
- FIG 7. Global Brain Health Supplements Market, pest analysis
- FIG 8. Global Brain Health Supplements Market, value chain analysis
- FIG 9. Global Brain Health Supplements Market by segment, 2017 & 2027 (USD Billion)
- FIG 10. Global Brain Health Supplements Market by segment, 2017 & 2027 (USD Billion)
- FIG 11. Global Brain Health Supplements Market by segment, 2017 & 2027 (USD Billion)
- FIG 12. Global Brain Health Supplements Market by segment, 2017 & 2027 (USD Billion)
- FIG 13. Global Brain Health Supplements Market by segment, 2017 & 2027 (USD Billion)
- FIG 14. Global Brain Health Supplements Market, regional snapshot 2017 & 2027
- FIG 15. North America Brain Health Supplements Market 2017 & 2027 (USD Billion)
- FIG 16. Europe Brain Health Supplements Market 2017 & 2027 (USD Billion)
- FIG 17. Asia pacific Brain Health Supplements Market 2017 & 2027 (USD Billion)
- FIG 18. Latin America Brain Health Supplements Market 2017 & 2027 (USD Billion)
- FIG 19. Global Brain Health Supplements Market, company market share analysis (2019)

## I would like to order

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