

Global Brain Health Supplements Market - 2025 -2033

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Abstracts

Brain Health Supplements Market Size & Industry Outlook

The global brain health supplements market size reached US\$ 7.66 Billion with rise of US\$ 7.97 Billion in 2024 is expected to reach US\$ 11.71 Billion by 2033, growing at a CAGR of 4.4% during the forecast period 2025-2033.

The global brain health supplements market is growing due to increased awareness of mental well-being, cognitive impairment cases, and preventive healthcare trends. The market is gaining traction among adults, working professionals, and the aging population. Innovations in delivery forms and e-commerce channels are expanding accessibility. However, challenges include inconsistent clinical validation and strict regulatory frameworks. Despite these, the industry is poised for strong expansion, especially in North America and Asia-Pacific, where demand and product innovation are surging.

Key Market Trends & Insights

The brain health supplements market is undergoing significant changes, with functional formats like gummies, powders, and ready-to-drink beverages gaining popularity over traditional capsules. Personalized nutrition solutions, digital health platforms, and DNA-based testing are becoming key differentiations. Consumers are increasingly preferring plant-based and clean-label products, leading to growth in herbal adaptogens like Ashwagandha, Bacopa, and Lion's Mane mushroom. Younger demographics are adopting nootropic blends for productivity and focus. Strategic partnerships between nutraceutical companies and ingredient innovators fuel premium product launches with clinically backed claims. The rapid expansion of e-commerce and D2C brands is reshaping consumer access.

North America is expected to dominate the brain health supplements market with the largest revenue share of 42.5% in 2024.

The Asia Pacific is the fastest-growing region and is expected to grow at the fastest with revenue share of 23.1% over the forecast period.

Based on product type, the herbal extracts segments led the market with the largest revenue share of 43.6% in 2024.

The major market players in the brain health supplements market are Bayer, Amway (Nutrilite), Herbalife, GNC (GNC, Beyond Raw), Pharmavite (Nature Made), Nature Bounty, Reckitt, Haleon, Blackmores, Now Foods and among others.

Market Size & Forecast

2024 Market Size: US\$ 7.97 Billion

2033 Projected Market Size: US\$ 11.71 Billion

CAGR (2025–2033): 4.4%

North America: Largest market in 2024

Asia Pacific: Fastest-growing market

Market Dynamics

Drivers:

The rising prevalence of Alzheimer's disease is significantly driving the brain health supplements market growth

The increasing global incidence of Alzheimer's, dementia, Parkinson's, anxiety, and stress-related disorders has boosted demand for brain health supplements. The aging population seeks preventive solutions for memory, focus, and cognitive function.

Younger demographics, particularly students and professionals, use nootropics and herbal-based formulations to improve productivity and mental stamina, driving market growth. For instance, over 7 million Americans are living with Alzheimer's. By 2050, this number is projected to rise to nearly 13 million.

Restraints:

Limited clinical evidence & regulatory challenges are hampering the growth of the brain health supplements market

Despite rising popularity, the brain health supplements market is constrained by limited large-scale clinical evidence supporting the efficacy of many products. Regulatory authorities in regions such as the U.S. (FDA) and Europe (EFSA) impose strict guidelines on health claims, restricting how companies can market these products. Variability in standards across countries creates additional challenges for global brands. The lack of standardized testing protocols and inconsistent quality among smaller manufacturers further erodes consumer trust, limiting market penetration in certain demographics.

Brain Health Supplements Market, Segment Analysis

The global brain health supplements market is segmented based on product type, supplement form, application, age group, distribution channel, and region.

Product Type:

The herbal extracts segment is dominating the brain health supplements market with a 43.6% share in 2024

Herbal extracts like Ginkgo biloba, Bacopa monnieri, Ashwagandha, Rhodiola, and Panax ginseng are a significant part of the brain health supplements market due to their neuroprotective, memory-enhancing, and stress-relieving properties. Consumers see herbal formulations as safer alternatives to synthetic nootropics, and the clean-label and plant-based movement has accelerated growth in this segment.

For instance, in July 2025, Aayush Wellness Limited, an Integrated Healthcare Company, has launched Brain Fuel Capsules, formulated to support cognitive function, memory retention, and mental clarity using herbal ingredients. The launch aims to address overlooked health challenges like poor memory, lack of focus, and decline in

clear thinking, expanding the company's nutraceutical product portfolio.

The vitamins & minerals segment is dominating the brain health supplements market with a 35.1% share in 2024

The vitamins & minerals segment in the brain health supplements market is driven by the importance of micronutrients in cognitive performance, mental clarity, and neurological health. B-complex vitamins, such as B6, B9/folate, and B12, are crucial for neurotransmitter synthesis and reducing homocysteine levels, while minerals like magnesium and zinc are essential for nerve signaling, stress management, and mood regulation. Rising cases of vitamin deficiencies, especially in aging populations and regions with dietary gaps, are driving demand for fortified brain health formulations.

For instance, in April 2025, Make Time Wellness, a wellness brand focusing on women's brain health, has launched its products at The Vitamin Shoppe, Super Supplements, and www.vitaminshoppe.com. The launch aims to make it easier for women in the U.S. to prioritize their brain health, beauty, and overall wellness.

Market Geographical Analysis

North America is expected to dominate the global brain health supplements market with a 42.5% in 2024

North America dominates the global brain health supplements market due to high consumer awareness, leading nutraceutical brands, and advanced distribution channels. The U.S. is seeing rising adoption of omega-3, herbal-based nootropics, and premium branded products like Neuriva and Prevagen. Demand is driven by an aging population and early wellness trends, but regulatory scrutiny remains a barrier.

For instance, in February 2024, EyePromise, a supplement brand, has launched BrainPromise, a formula containing essential vitamins, minerals, and carotenoids like lutein and zeaxanthin. The supplement includes vitamins A, C, D3, E, B6, B12, folic acid, zinc, selenium, manganese, omega-3s, alpha lipoic acid, bilberry, CoQ10, zeaxanthin, and a proprietary blend.

US:

The U.S. country is expected to dominate the North American market with a share of 85.1% in 2024 due to the rise in Alzheimer's and other cognitive disorders, as well as

lifestyle-related mental health issues like stress and anxiety. Consumers prefer clinically backed ingredients like Cognizin Citicoline and plant-based adaptogens like Ashwagandha. Moreover, product launches, growth is supported by R&D investment, robust retail infrastructure, and high disposable incomes, but compliance with FDA regulations is crucial.

For instance, in September 2025, Neuriva, a Reckitt-based brain health supplement brand, has launched its latest innovation, Neuriva Memory 3D, a formula designed to support short-term, long-term, and working memory dimensions.

The Asia Pacific region is the fastest-growing region in the global brain health supplements market, with revenue share of 23.1% in 2024

The Asia Pacific is experiencing rapid growth in brain health supplements due to a rising middle-class population, urbanization, and increasing awareness of preventive healthcare. Key contributors include China, Japan, and South Korea, which are embracing herbal and traditional medicine-based formulations. The region's cultural familiarity with ingredients like ginseng, curcumin, and lion's mane mushroom gives herbal extracts a competitive edge.

India:

India's market for brain health supplements is growing with revenue share of 35.1% due to rising awareness of mental health, stress management, and preventive wellness. The country's rich tradition of Ayurvedic herbs, such as Brahmi, Ashwagandha, and Shankhpushpi, is being used in cognitive health formulations. Domestic players like Himalaya Wellness and Dabur are strengthening their presence, while international brands are expanding online. For instance, in July 2025, Awshad, a medical cannabis wellness startup, has launched Myndshroom, its nutraceutical debut, aiming to revolutionize brain health and function with its potent blend of ingredients.

Brain Health Supplements Market Top Companies

Top companies in the Brain Health Supplements market include Bayer, Amway (Nutrilite), Herbalife, GNC (GNC, Beyond Raw), Pharmavite (Nature Made), Nature Bounty, Reckitt, Haleon, Blackmores, Now Foods and among others.

Bayer: Bayer is a leading player in the global brain-health supplements market, focusing on cognitive energy, memory, and mental performance rather than pharmaceutical

treatment. The company has extended Berocca with cognitive-focused SKUs and uses targeted vitamin/mineral blends and botanicals. Bayer also sponsors clinical research and trials to bolster product credibility and support health claims, helping it compete on trust and scale versus pure-play nutraceutical brands. The company's approach helps it compete on trust and scale.

Key Developments:

In July 2025, CogniSHIELD Global has launched CogniSHIELD, a dietary supplement designed to protect against cognitive decline, enhance neural function, and boost mental vitality, memory, and recall, promoting brain health and longevity

In February 2025, Fenix Health Science launched its Omega, Neuro, and Mineral line of brain-supporting products in early December 2024, featuring advanced formulations.

The global brain health supplements market report delivers a detailed analysis with 62 key tables, more than 57 visually impactful figures, and 159 pages of expert insights, providing a complete view of the market landscape.

Contents

1. MARKET INTRODUCTION AND SCOPE

- 1.1. Objectives of the Report
- 1.2. Report Coverage & Definitions
- 1.3. Report Scope

2. EXECUTIVE INSIGHTS AND KEY TAKEAWAYS

3. MARKET HIGHLIGHTS AND STRATEGIC TAKEAWAYS

- 3.1. Key Trends and Future Projections

4. SNIPPET BY PRODUCT TYPE

- 4.1. Snippet by Supplement Form
- 4.2. Snippet by Application
- 4.3. Snippet by Age Group
- 4.4. Snippet by Distribution Channel
- 4.5. Snippet by Region

5. DYNAMICS

5.1. Impacting Factors

5.1.1. Drivers

- 5.1.1.1. Rising Prevalence of Cognitive Decline & Mental Health Concerns
- 5.1.1.2. Consumer Shift toward Preventive Healthcare & Natural Nootropics

5.1.2. Restraints

- 5.1.2.1. Limited Clinical Evidence & Regulatory Challenges
- 5.1.2.2. High Product Costs & Availability of Alternatives

5.1.3. Opportunity

- 5.1.3.1. Expanding e-commerce & Emerging Market Penetration
- 5.1.3.2. Innovation in Delivery Formats & Personalized Nutrition

5.1.4. Impact Analysis

6. STRATEGIC INSIGHTS AND INDUSTRY OUTLOOK

6.1. Market Leaders and Pioneers

- 6.1.1. Emerging Pioneers and Prominent Players
- 6.1.2. Established Leaders with the Largest Marketing Brand
- 6.1.3. Market Leaders with Established Products
- 6.2. Latest Developments and Breakthroughs
- 6.3. Regulatory and Reimbursement Landscape
 - 6.3.1. North America
 - 6.3.2. Europe
 - 6.3.3. Asia Pacific
 - 6.3.4. South America
 - 6.3.5. Middle East & Africa
- 6.4. Porter's Five Forces Analysis
- 6.5. Patent Analysis
- 6.6. Unmet Needs and Gaps
- 6.7. Recommended Strategies for Market Entry and Expansion
- 6.8. Pricing Analysis and Price Dynamics

7. BRAIN HEALTH SUPPLEMENTS MARKET, BY PRODUCT TYPE

- 7.1. Introduction
 - 7.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
 - 7.1.2. Market Attractiveness Index, By Product Type
- 7.2. Herbal Extracts*
 - 7.2.1. Introduction
 - 7.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)
 - 7.2.3. Ginseng
 - 7.2.4. Ginkgo Biloba
 - 7.2.5. Curcumin
 - 7.2.6. Lions Mane
 - 7.2.7. Others
- 7.3. Vitamins & Minerals
 - 7.3.1. Vitamin B
 - 7.3.2. Vitamin C & E
 - 7.3.3. Others
- 7.4. Natural Molecules
 - 7.4.1. Acetyl-L-Carnitine
 - 7.4.2. Alpha GPC
 - 7.4.3. Citicoline
 - 7.4.4. Docosahexaenoic Acid (DHA)
 - 7.4.5. Others

8. BRAIN HEALTH SUPPLEMENTS MARKET, BY SUPPLEMENT FORM

8.1. Introduction

8.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form

8.1.2. Market Attractiveness Index, By Supplement Form

8.2. Tablets*

8.2.1. Introduction

8.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

8.3. Capsules

8.4. Others

9. BRAIN HEALTH SUPPLEMENTS MARKET, BY APPLICATION

9.1. Introduction

9.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

9.1.2. Market Attractiveness Index, By Application

9.2. Memory Enhancement*

9.2.1. Introduction

9.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

9.3. Mood & Depression

9.4. Attention & Focus

9.5. Longevity & Anti-aging

9.6. Sleep & Recovery

9.7. Anxiety

10. BRAIN HEALTH SUPPLEMENTS MARKET, BY AGE GROUP

10.1. Introduction

10.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group

10.1.2. Market Attractiveness Index, By Age Group

10.2. Geriatric*

10.2.1. Introduction

10.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

10.3. Adults

10.4. Pediatric

11. BRAIN HEALTH SUPPLEMENTS MARKET, BY DISTRIBUTION CHANNEL

11.1. Introduction

11.1.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

11.1.2. Market Attractiveness Index, By Distribution Channel

11.2. Pharmacies/Drugstores*

11.2.1. Introduction

11.2.2. Market Size Analysis and Y-o-Y Growth Analysis (%)

11.3. Supermarkets

11.4. Specialty Nutrition Stores

12. BRAIN HEALTH SUPPLEMENTS MARKET, BY REGIONAL MARKET ANALYSIS AND GROWTH OPPORTUNITIES

13. INTRODUCTION

13.1. Market Size Analysis and Y-o-Y Growth Analysis (%), By Region

13.1.1. Market Attractiveness Index, By Region

13.2. North America

13.2.1. Introduction

13.2.2. Key Region-Specific Dynamics

13.2.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

13.2.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form

13.2.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

13.2.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group

13.2.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

13.2.8. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

13.2.8.1. U.S.

13.2.8.2. Canada

13.2.8.3. Mexico

13.3. Europe

13.3.1. Introduction

13.3.2. Key Region-Specific Dynamics

13.3.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type

13.3.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form

13.3.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application

13.3.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group

13.3.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

13.3.8. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country

13.3.8.1. Germany

13.3.8.2. UK

- 13.3.8.3. France
- 13.3.8.4. Spain
- 13.3.8.5. Italy
- 13.3.8.6. Rest of Europe
- 13.4. Asia-Pacific
 - 13.4.1. Introduction
 - 13.4.2. Key Region-Specific Dynamics
 - 13.4.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
 - 13.4.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form
 - 13.4.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
 - 13.4.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group
 - 13.4.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 13.4.8. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 13.4.8.1. China
 - 13.4.8.2. India
 - 13.4.8.3. Japan
 - 13.4.8.4. South Korea
 - 13.4.8.5. Rest of Asia-Pacific
- 13.5. South America
 - 13.5.1. Introduction
 - 13.5.2. Key Region-Specific Dynamics
 - 13.5.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
 - 13.5.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form
 - 13.5.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
 - 13.5.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group
 - 13.5.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel
 - 13.5.8. Market Size Analysis and Y-o-Y Growth Analysis (%), By Country
 - 13.5.8.1. Brazil
 - 13.5.8.2. Argentina
 - 13.5.8.3. Rest of South America
- 13.6. Middle East and Africa
 - 13.6.1. Introduction
 - 13.6.2. Key Region-Specific Dynamics
 - 13.6.3. Market Size Analysis and Y-o-Y Growth Analysis (%), By Product Type
 - 13.6.4. Market Size Analysis and Y-o-Y Growth Analysis (%), By Supplement Form
 - 13.6.5. Market Size Analysis and Y-o-Y Growth Analysis (%), By Application
 - 13.6.6. Market Size Analysis and Y-o-Y Growth Analysis (%), By Age Group
 - 13.6.7. Market Size Analysis and Y-o-Y Growth Analysis (%), By Distribution Channel

14. COMPETITIVE LANDSCAPE AND MARKET POSITIONING

15. COMPETITIVE OVERVIEW AND KEY MARKET PLAYERS

- 15.1. Market Share Analysis and Positioning Matrix
- 15.2. Strategic Partnerships, Mergers & Acquisitions
- 15.3. Key Developments in Product Portfolios and Innovations
- 15.4. Company Benchmarking

16. COMPANY PROFILES

- 16.1. Bayer*
 - 16.1.1. Company Overview
 - 16.1.2. Product Portfolio
 - 16.1.2.1. Product Description
 - 16.1.2.2. Product Key Performance Indicators (KPIs)

17. FINANCIAL OVERVIEW

- 17.1. Company Revenue
 - 17.1.1. Geographical Revenue Shares
 - 17.1.1.1. Revenue Forecasts
 - 17.1.2. Key Developments
 - 17.1.2.1. Mergers & Acquisitions
 - 17.1.2.2. Key Product Development Activities
 - 17.1.2.3. Regulatory Approvals, etc.
 - 17.1.3. SWOT Analysis
 - 17.2. Amway (Nutrilite)
 - 17.3. Herbalife
 - 17.4. GNC (GNC, Beyond Raw)
 - 17.5. Pharmavite (Nature Made)
 - 17.6. Nature Bounty
 - 17.7. Reckitt
 - 17.8. Haleon
 - 17.9. Blackmores
 - 17.10. Now Foods
- LIST NOT EXHAUSTIVE

1. ASSUMPTIONS AND RESEARCH METHODOLOGY

1. DATA COLLECTION METHODS

2. DATA TRIANGULATION

3. FORECASTING TECHNIQUES

4. DATA VERIFICATION AND VALIDATION

2. APPENDIX

1. ABOUT US AND SERVICES

2. CONTACT US

List Of Tables

LIST OF TABLES

Table 1 Global Brain Health Supplements Market Value, By Product Type, 2025, 2029 & 2033 (US\$ Billion)

Table 2 Global Brain Health Supplements Market Value, By Supplement Form, 2025, 2029 & 2033 (US\$ Billion)

Table 3 Global Brain Health Supplements Market Value, By Application, 2025, 2029 & 2033 (US\$ Billion)

Table 4 Global Brain Health Supplements Market Value, By Age Group, 2025, 2029 & 2033 (US\$ Billion)

Table 5 Global Brain Health Supplements Market Value, By Distribution Channel , 2025, 2029 & 2033 (US\$ Billion)

Table 6 Global Brain Health Supplements Market Value, By Region, 2025, 2029 & 2033 (US\$ Billion)

Table 7 Global Brain Health Supplements Market Value, By Product Type, 2025, 2029 & 2033 (US\$ Billion)

Table 8 Global Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 9 Global Brain Health Supplements Market Value, By Supplement Form, 2025, 2029 & 2033 (US\$ Billion)

Table 10 Global Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 11 Global Brain Health Supplements Market Value, By Application, 2025, 2029 & 2033 (US\$ Billion)

Table 12 Global Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 13 Global Brain Health Supplements Market Value, By Age Group, 2025, 2029 & 2033 (US\$ Billion)

Table 14 Global Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 15 Global Brain Health Supplements Market Value, By Distribution Channel , 2025, 2029 & 2033 (US\$ Billion)

Table 16 Global Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 17 Global Brain Health Supplements Market Value, By Region, 2025, 2029 & 2033 (US\$ Billion)

Table 18 Global Brain Health Supplements Market Value, By Region, 2022-2033 (US\$ Billion)

Billion)

Table 19 North America Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 20 North America Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 21 North America Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 22 North America Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 23 North America Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 24 North America Brain Health Supplements Market Value, By Country, 2022-2033 (US\$ Billion)

Table 25 Europe Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 26 Europe Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 27 Europe Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 28 Europe Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 29 Europe Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 30 Europe Brain Health Supplements Market Value, By Country, 2022-2033 (US\$ Billion)

Table 31 Asia-Pacific Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 32 Asia-Pacific Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 33 Asia-Pacific Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 34 Asia-Pacific Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 35 Asia-Pacific Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 36 Asia-Pacific Brain Health Supplements Market Value, By Country, 2022-2033 (US\$ Billion)

Table 37 South America Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 38 South America Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 39 South America Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 40 South America Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 41 South America Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 42 South America Brain Health Supplements Market Value, By Country, 2022-2033 (US\$ Billion)

Table 43 Middle East and Africa Brain Health Supplements Market Value, By Product Type, 2022-2033 (US\$ Billion)

Table 44 Middle East and Africa Brain Health Supplements Market Value, By Supplement Form, 2022-2033 (US\$ Billion)

Table 45 Middle East and Africa Brain Health Supplements Market Value, By Application, 2022-2033 (US\$ Billion)

Table 46 Middle East and Africa Brain Health Supplements Market Value, By Age Group, 2022-2033 (US\$ Billion)

Table 47 Middle East and Africa Brain Health Supplements Market Value, By Distribution Channel , 2022-2033 (US\$ Billion)

Table 48 Middle East and Africa Brain Health Supplements Market Value, By Country, 2022-2033 (US\$ Billion)

Table 49 Bayer : Overview

Table 50 Bayer : Product Portfolio

Table 51 Bayer : Key Developments

Table 52 Amway (Nutrilite): Overview

Table 53 Amway (Nutrilite): Product Portfolio

Table 54 Amway (Nutrilite): Key Developments

Table 55 Herbalife: Overview

Table 56 Herbalife: Product Portfolio

Table 57 Herbalife: Key Developments

Table 58 GNC (GNC, Beyond Raw): Overview

Table 59 GNC (GNC, Beyond Raw): Product Portfolio

Table 60 GNC (GNC, Beyond Raw): Key Developments

Table 61 Pharmavite (Nature Made): Overview

Table 62 Pharmavite (Nature Made): Product Portfolio

Table 63 Pharmavite (Nature Made): Key Developments

Table 64 Nature Bounty: Overview

Table 65 Nature Bounty: Product Portfolio

Table 66 Nature Bounty: Key Developments

Table 67 Reckitt : Overview

Table 68 Reckitt : Product Portfolio

Table 69 Reckitt : Key Developments

Table 70 Haleon : Overview

Table 71 Haleon : Product Portfolio

Table 72 Haleon : Key Developments

Table 73 Blackmores : Overview

Table 74 Blackmores : Product Portfolio

Table 75 Blackmores : Key Developments

Table 76 Now Foods: Overview

Table 77 Now Foods: Product Portfolio

Table 78 Now Foods: Key Developments

List Of Figures

LIST OF FIGURES

Figure 1 Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 2 Global Brain Health Supplements Market Share, By Product Type, 2024 & 2033 (%)

Figure 3 Global Brain Health Supplements Market Share, By Supplement Form, 2024 & 2033 (%)

Figure 4 Global Brain Health Supplements Market Share, By Application, 2024 & 2033 (%)

Figure 5 Global Brain Health Supplements Market Share, By Age Group, 2024 & 2033 (%)

Figure 6 Global Brain Health Supplements Market Share, By Distribution Channel , 2024 & 2033 (%)

Figure 7 Global Brain Health Supplements Market Share, By Region, 2024 & 2033 (%)

Figure 8 Global Brain Health Supplements Market Y-o-Y Growth, By Product Type, 2023-2033 (%)

Figure 9 Herbal Extracts Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 10 Vitamins & Minerals Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 11 Natural Molecules Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 12 Global Brain Health Supplements Market Y-o-Y Growth, By Supplement Form, 2023-2033 (%)

Figure 13 Tablets Supplement Form in Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 14 Capsules Supplement Form in Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 15 Others Supplement Form in Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 16 Global Brain Health Supplements Market Y-o-Y Growth, By Application, 2023-2033 (%)

Figure 17 Memory Enhancement Application in Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 18 Mood & Depression Application in Global Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 19 Attention & Focus Application in Global Brain Health Supplements Market

Value, 2022-2033 (US\$ Billion)

Figure 20 Longevity & Anti-aging Application in Global Brain Health Supplements

Market Value, 2022-2033 (US\$ Billion)

Figure 21 Sleep & Recovery Application in Global Brain Health Supplements Market

Value, 2022-2033 (US\$ Billion)

Figure 22 Anxiety Application in Global Brain Health Supplements Market Value,
2022-2033 (US\$ Billion)

Figure 23 Global Brain Health Supplements Market Y-o-Y Growth, By Age Group,
2023-2033 (%)

Figure 24 Geriatric Age Group in Global Brain Health Supplements Market Value,
2022-2033 (US\$ Billion)

Figure 25 Adults Age Group in Global Brain Health Supplements Market Value,
2022-2033 (US\$ Billion)

Figure 26 Pediatric Age Group in Global Brain Health Supplements Market Value,
2022-2033 (US\$ Billion)

Figure 27 Global Brain Health Supplements Market Y-o-Y Growth, By Distribution
Channel , 2023-2033 (%)

Figure 28 Pharmacies/Drugstores Distribution Channel in Global Brain Health
Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 29 Supermarkets Distribution Channel in Global Brain Health Supplements
Market Value, 2022-2033 (US\$ Billion)

Figure 30 Specialty Nutrition Stores Distribution Channel in Global Brain Health
Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 31 Global Brain Health Supplements Market Y-o-Y Growth, By Region,
2023-2033 (%)

Figure 32 North America Brain Health Supplements Market Value, 2022-2033 (US\$
Billion)

Figure 33 North America Brain Health Supplements Market Share, By Product Type,
2024 & 2033 (%)

Figure 34 North America Brain Health Supplements Market Share, By Supplement
Form, 2024 & 2033 (%)

Figure 35 North America Brain Health Supplements Market Share, By Application, 2024
& 2033 (%)

Figure 36 North America Brain Health Supplements Market Share, By Age Group, 2024
& 2033 (%)

Figure 37 North America Brain Health Supplements Market Share, By Distribution
Channel , 2024 & 2033 (%)

Figure 38 North America Brain Health Supplements Market Share, By Country, 2024 &
2033 (%)

Figure 39 Europe Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 40 Europe Brain Health Supplements Market Share, By Product Type, 2024 & 2033 (%)

Figure 41 Europe Brain Health Supplements Market Share, By Supplement Form, 2024 & 2033 (%)

Figure 42 Europe Brain Health Supplements Market Share, By Application, 2024 & 2033 (%)

Figure 43 Europe Brain Health Supplements Market Share, By Age Group, 2024 & 2033 (%)

Figure 44 Europe Brain Health Supplements Market Share, By Distribution Channel , 2024 & 2033 (%)

Figure 45 Europe Brain Health Supplements Market Share, By Country, 2024 & 2033 (%)

Figure 46 Asia-Pacific Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 47 Asia-Pacific Brain Health Supplements Market Share, By Product Type, 2024 & 2033 (%)

Figure 48 Asia-Pacific Brain Health Supplements Market Share, By Supplement Form, 2024 & 2033 (%)

Figure 49 Asia-Pacific Brain Health Supplements Market Share, By Application, 2024 & 2033 (%)

Figure 50 Asia-Pacific Brain Health Supplements Market Share, By Age Group, 2024 & 2033 (%)

Figure 51 Asia-Pacific Brain Health Supplements Market Share, By Distribution Channel , 2024 & 2033 (%)

Figure 52 Asia-Pacific Brain Health Supplements Market Share, By Country, 2024 & 2033 (%)

Figure 53 South America Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 54 South America Brain Health Supplements Market Share, By Product Type, 2024 & 2033 (%)

Figure 55 South America Brain Health Supplements Market Share, By Supplement Form, 2024 & 2033 (%)

Figure 56 South America Brain Health Supplements Market Share, By Application, 2024 & 2033 (%)

Figure 57 South America Brain Health Supplements Market Share, By Age Group, 2024 & 2033 (%)

Figure 58 South America Brain Health Supplements Market Share, By Distribution Channel , 2024 & 2033 (%)

Figure 59 South America Brain Health Supplements Market Share, By Country, 2024 &

2033 (%)

Figure 60 Middle East and Africa Brain Health Supplements Market Value, 2022-2033 (US\$ Billion)

Figure 61 Middle East and Africa Brain Health Supplements Market Share, By Product Type, 2024 & 2033 (%)

Figure 62 Middle East and Africa Brain Health Supplements Market Share, By Supplement Form, 2024 & 2033 (%)

Figure 63 Middle East and Africa Brain Health Supplements Market Share, By Application, 2024 & 2033 (%)

Figure 64 Middle East and Africa Brain Health Supplements Market Share, By Age Group, 2024 & 2033 (%)

Figure 65 Middle East and Africa Brain Health Supplements Market Share, By Distribution Channel , 2024 & 2033 (%)

Figure 66 Bayer : Financials

Figure 67 Amway (Nutrilite): Financials

Figure 68 Herbalife: Financials

Figure 69 GNC (GNC, Beyond Raw): Financials

Figure 70 Pharmavite (Nature Made): Financials

Figure 71 Nature Bounty: Financials

Figure 72 Reckitt : Financials

Figure 73 Haleon : Financials

Figure 74 Blackmores : Financials

Figure 75 Now Foods: Financials

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