

Middle East And Africa Brain Health Supplements Market Size, Share & Trends Analysis Report By Product, By Form, By Application, By Distribution Channel, By Country, And Segment Forecasts, 2025 - 2030

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Abstracts

The Middle East & Africa brain health supplements market size was estimated at USD 320.9 million in 2024 and is projected to reach USD 697.7 million by 2030, growing at a CAGR of 13.9% from 2025 to 2030. The rising awareness of the importance of cognitive and mental wellness is driving market growth.

Consumers increasingly recognize the role of diet and supplementation in supporting memory, focus, concentration, and overall mental performance. This heightened focus on preventive health encourages people to integrate brain health supplements into their daily routines to maintain mental sharpness and support long-term cognitive well-being. Lifestyle changes and increasing stress levels across various age groups are also contributing to the market's growth. Busy work schedules, demanding professional environments, and high mental workloads are prompting consumers to seek solutions that help improve focus, reduce stress, and enhance mental clarity. Younger and older populations are showing interest in supplements that can help manage these pressures, reflecting a shift toward proactive management of mental performance rather than waiting to address problems after they arise.

The improving availability and variety of products in the market are expected to drive the demand for the supplements. Brain health supplements are becoming more accessible through modern retail stores, pharmacies, and online platforms, making it easier for consumers to explore and try new products. Companies are responding with innovative offerings, including capsules, powders, herbal extracts, and multivitamin formulations,

often emphasizing natural ingredients, which is further expected to increase the demand for the products.

In addition, the increasing burden of mental disorders is expected to drive the growth of the Middle East and Africa industry. According to a report published by BMC in March 2025, a retrospective study of 8,699 participants from Abu Dhabi's national cardiovascular program (Weqaya) found that 3.8% had mental health disorders, with a higher prevalence in women and individuals under 30. Mood disorders were most common. Mental health issues were linked to risk factors such as prediabetes, smoking, coronary heart disease, dyslipidemia, and metabolic conditions such as diabetes and fatty liver. Patients with psychiatric illnesses had an increased risk of mortality, although statin use appeared to mitigate this risk. The findings underscore the need for integrated care that addresses both mental and physical health.

Middle East & Africa Brain Health Supplements Market Report Segmentation

This report forecasts revenue growth at the regional and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For this study, Grand View Research has segmented the Middle East & Africa brain health supplements market on the basis of product, form, application, distribution channel and country.

Product Outlook (Revenue, USD Million, 2018 - 2030)

Natural Molecules

Acetyl-L-Carnitine

Alpha-GPC

Citicoline

DHA

Pre/Pro/Postbiotics

Others (EPA, Coenzyme q10, MCT, Resveratrol, Phosphatidylserine, etc.)

Herbal Extract

Ginseng

Gingko Biloba

Curcumin

Others (Bacopa, Ashwagandha, Gotu Kola, Lemon Balm, etc.)

Vitamins & Minerals

Vitamin B

Vitamin C & E

Others (Magnesium, Zinc, etc.)

Form Outlook (Revenue, USD Million, 2018 - 2030)

Capsules

Tablets

Softgels

Powders

Gummies

Others

Application Outlook (Revenue, USD Million, 2018 - 2030)

Memory Enhancement

Attention & Focus

Depression & Mood

Sleep & Recovery

Anti-aging & Longevity

Stress & Anxiety

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Hypermarkets & Supermarkets

Pharmacy & Drug Stores

Online

Others

Country Outlook (Revenue, USD Million, 2018 - 2030)

South Africa

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