

U.S. Brain Health Supplements Market Size, Share & Trends Analysis Report By Product (Natural Molecules, Herbal Extract, Vitamins & Minerals), By Form (Capsules, Tablets, Softgels, Powders, Gummies), By Application, By Distribution Channel, And Segment Forecasts, 2025 - 2030

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Abstracts

The U.S. brain health supplements market size was valued at USD 3.56 billion in 2024 and is projected to reach USD 6.80 billion by 2030, growing at a CAGR of 11.5% from 2025 to 2030. The growth is driven by rising concern about maintaining cognitive performance over time.

The increasing demand for the product among younger consumers, who seek supplements that enhance focus, concentration, and cognitive performance to support productivity, is expected to drive market demand. The rising prevalence of mental illness and increasing awareness of wellness are driving the growth of the U.S. brain health supplements industry. For instance, according to a report published by NAMI, in 2024, nearly 1 in 5 U.S. adults, about 61.5 million people, experienced some form of mental illness. Among them, around 14.6 million adults, or 5.6%, faced serious mental illness, equivalent to 1 in 20 adults. With mental health receiving greater attention both from consumers and health professionals, people are more likely to look for non-prescription, preventive options such as health supplements. Stress, fatigue, and cognitive load from work, digital lifestyles, and daily pressures push people toward products that promise mood support, memory enhancement, or improved concentration.

Innovation in product formulations and delivery methods is also a key market driver. Companies invest in advanced combinations of vitamins, minerals, herbal extracts, and

nootropics to differentiate their products. Convenient formats such as gummies, powders, and ready-to-drink beverages cater to busy lifestyles, making supplementation easier to incorporate into daily routines. Product innovation enhances perceived efficacy and consumer appeal, boosting market adoption.

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Marketing and awareness campaigns play a pivotal role in shaping consumer behavior. Educational content, social media influence, and partnerships with health professionals help raise awareness of the benefits of brain health supplements. Messaging that emphasizes mental clarity, focus, and memory preservation resonates with consumers navigating demanding work schedules, academic commitments, and digitally connected lifestyles.

U.S. Brain Health Supplements Market Report Segmentation

This report forecasts revenue growth at the country level 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 U.S. brain health supplements market report on the basis of product, form, application, and distribution channel.

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

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