

# **U.S. Nootropics Market Size, Share & Trends Analysis Report By Product (Natural, Synthetic), By Form (Powder, Drinks, Gummies), By Application, By Distribution Channel, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

This report can be delivered to the clients within 3 Business days

### **U.S. Nootropics Market Growth & Trends**

The U.S. nootropics market size is estimated to reach USD 4.68 billion in 2030, growing at a CAGR of 9.0% from 2025 to 2030, according to a new report by Grand View Research, Inc. This robust expansion is primarily fueled by the increasing consumer awareness and acceptance of cognitive enhancement products. Heightened societal focus on mental performance in demanding professional and academic environments, coupled with a growing aging population concerned about cognitive decline, significantly boosts demand. Furthermore, the expanding application of nootropics beyond just cognitive enhancement, encompassing areas like mood support and stress reduction, broadens their market appeal and attracts a more diverse consumer base.

Natural products held a major share in 2024. This is due to consumer preferences for health and wellness solutions perceived as gentle and safe. This preference is strongly influenced by the association of 'natural' with fewer synthetic chemicals and potentially milder side effects. The effective marketing and branding of natural nootropics, capitalizing on the broader 'clean label' and plant-based trends, further propelled their market dominance by resonating strongly with health-conscious consumers seeking cognitive enhancement solutions aligned with natural and holistic

wellness philosophies.

The drinks segment held the largest share in 2024. This can be attributed to their inherent convenience and accessibility for consumers. Ready-to-drink nootropic beverages seamlessly integrate into daily routines, offering an easily consumable format compared to capsules or powders. Furthermore, drinks often provide a perception of faster absorption and quicker onset of effects, aligning with the immediate cognitive enhancement sought by many nootropic users. The beverage format also allows for greater flexibility in flavor profiles and taste masking, enhancing palatability and broadening appeal to a wider consumer base.

Cognitive enhancement held the largest share in the U.S. nootropics industry in 2024. The growth addresses the core and most widely recognized application of these substances. The fundamental driver is the increasing societal emphasis on optimal mental performance in various aspects of life, from demanding professional careers to competitive academic pursuits. Individuals are actively seeking solutions to improve focus, memory, attention span, and learning capabilities to gain a competitive edge and enhance productivity.

Major market players include Reckitt Benckiser Group PLC (Schiff RB Health (US) LLC); Unilever Onnit Labs, Inc.; Amway; GNC Holdings, LLC; NeuroGum, Inc.; Qualia Life Sciences, LLC; NOW Foods.; Performance Lab USA Corp.; Natural Stacks; BrainMD Health; and Nootropics Depot. Various steps are adopted by these companies, including new product launches, partnerships, mergers & acquisitions, global expansion, and others to gain more share of the market.

## U.S. Nootropics Market Report Highlights

Based on product, the synthetic segment is estimated to grow at a substantial CAGR over the forecast period. The capacity for targeted cognitive enhancement and precise formulations have stimulated the growth. Ongoing research enables the development of novel synthetic compounds with specific mechanisms of action and enhanced potency compared to natural extracts. Synthetic production allows for greater control over purity and consistency, potentially leading to more predictable and reliable

effects, appealing to users seeking optimized and tailored cognitive benefits.

Based on form, the gummies segment is anticipated to grow at a significant CAGR over the forecast period, driven by the appealing and convenient format of gummies. Gummies offer a palatable and enjoyable consumption experience, masking the potential bitterness of ingredients and resembling popular confectionery.

Based on application, the sleep optimization segment is anticipated to grow at a faster CAGR over the forecast period. The increasing recognition of sleep's crucial role in cognitive function and overall well-being and rising rates of sleep disorders and stress-induced sleep issues are driving demand for natural sleep aids.

Based on distribution channel, the online segment is anticipated to grow at a faster CAGR over the forecast period due to enhanced accessibility and convenience. They offer a wider selection of nootropics compared to brick-and-mortar stores, often at competitive prices due to reduced overhead.

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