

Brain Health Supplements Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global brain health supplements market reached a value of US\$ 5.2 Billion in 2021. Looking forward, IMARC Group expects the market to reach US\$ 9.0 Billion by 2027, exhibiting a CAGR of 9.3% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Brain health supplements refer to various natural and herbal dietary compounds consumed to improve brain functioning. They are fortified with herbal extracts, including ginseng, echinacea, ginkgo biloba, curcumin and lion's mane, along with essential vitamins, amino acids, proteins, minerals and bioflavonoids. These supplements are commonly available in the form of tablets, capsules, soft gels, powders and syrups. They aid in enhancing memory, concentration, attention, sleep recovery, mood regulation, aging and motor functions. Regular consumption of brain health supplements also aid in minimizing the risks of developing anxiety, dementia, depression, Alzheimer's and other neurological degenerative disorders.

The increasing prevalence of neurodegenerative disorders across the globe is one of the key factors driving the growth of the market. Furthermore, the rising geriatric population, which is more susceptible to such ailments, is providing a thrust to the market growth. With the growing health consciousness among the masses and hectic work schedules, consumers are incorporating brain health supplements into their daily diets to stay mentally alert and improve their overall functioning throughout the day. Additionally, various product innovations, such as the launch of variants manufactured using organic ingredients grown using sustainable methods, are acting as other growth-

inducing factors. Consumers are also more aware of the benefits of naturally-sourced high-quality dietary supplements and widely using them to fulfill the nutritional gaps in their regular diets. Other factors, including rising healthcare expenditures of the consumers, along with extensive research and development (R&D) activities, are anticipated to drive the market growth.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global brain health supplements market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product, form, distribution channel and application.

Breakup by Product:

- Natural Molecules
- Herbal Extract
- Vitamins and Minerals

Breakup by Form:

- Tablets and Capsules
- Powder
- Others

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Drug Stores
- Online Stores
- Others

Breakup by Application:

- Memory Enhancement
- Attention and Focus
- Depression and Mood
- Sleep and Recovery
- Anti-aging and Longevity
- Others

Breakup by Region:

North America

United States

Canada

Asia-Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Europe

Germany

France

United Kingdom

Italy

Spain

Russia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Accelerated Intelligence Inc., AlternaScript, Aurobindo Pharma, HVMN Inc., Liquid Health Inc., Natural Factors Nutritional Products Ltd., Onnit Labs Inc., Purelife Bioscience Co. Ltd., Quincy Bioscience LLC, Reckitt Benckiser Group plc. and Teva Pharmaceutical Industries Ltd.

Key Questions Answered in This Report:

How has the global brain health supplements market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global brain health supplements market?

What are the key regional markets?

What is the breakup of the market based on the product?

What is the breakup of the market based on the form?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the application?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global brain health supplements market and who are the key players?

What is the degree of competition in the industry?

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