

Brain Health Supplements Market Report by Product (Natural Molecules, Herbal Extract, Vitamins and Minerals), Form (Tablets and Capsules, Powder, and Others), Distribution Channel (Supermarkets and Hypermarkets, Drug Stores, Online Stores, and Others), Application (Memory Enhancement, Attention and Focus, Depression and Mood, Sleep and Recovery, Anti-aging and Longevity, and Others), and Region 2023-2028

<https://marketpublishers.com/r/BD5A1D0C61A4EN.html>

Date: November 2023

Pages: 145

Price: US\$ 2,499.00 (Single User License)

ID: BD5A1D0C61A4EN

Abstracts

The global brain health supplements market size reached US\$ 5.7 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 9.6 Billion by 2028, exhibiting a growth rate (CAGR) of 9.1% during 2022-2028.

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.

Global Brain Health Supplements Market

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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

1. What was the size of the global brain health supplements market in 2022?
2. What is the expected growth rate of the global brain health supplements market during 2023-2028?
3. What has been the impact of COVID-19 on the global brain health supplements market?
4. What are the key factors driving the global brain health supplements market?
5. What is the breakup of the global brain health supplements market based on the product?
6. What is the breakup of the global brain health supplements market based on the form?
7. What is the breakup of the global brain health supplements market based on the

distribution channel?

8. What is the breakup of the global brain health supplements market based on the application?

9. What are the key regions in the global brain health supplements market?

10. Who are the key players/companies in the global brain health supplements market?

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