

Brain Health Supplements Market Forecasts to 2032 – Global Analysis By Product Type (Herbal Extracts, Vitamins and Minerals, Natural Molecules and Synthetic Molecules), Supplement Form (Tablets, Capsules, Powder, Softgels and Liquids), Age Group, Distribution Channel, Application and By Geography

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Abstracts

According to Statistics MRC, the Global Brain Health Supplements Market is accounted for \$13.2 billion in 2025 and is expected to reach \$28.9 billion by 2032 growing at a CAGR of 11.8% during the forecast period. Brain health supplements are nutritional formulations designed to enhance cognitive function, memory, focus, and total cerebral performance. They generally comprise natural components such as omega-3 fatty acids, B vitamins, ginkgo biloba, and nootropics designed to improve mental clarity and safeguard against age-related cognitive deterioration. People frequently use these supplements to enhance cognitive alertness, alleviate stress, or maintain neurological well-being in a balanced lifestyle and diet.

According to the AARP 2019 Brain Health and Dietary Supplements Survey, more than a quarter (26%) of U.S. adults aged 50 and older take at least one supplement for brain health reasons.

Market Dynamics:

Driver:

Rising mental health awareness

The growing awareness of mental health issues such as loss of attention, focus, failing memory, anxiety, and depression is propelling the market growth. Consumers are becoming more proactive about their cognitive health, preferring preventive options over reactive therapies. The mainstream of mental health conversations has lessened stigma, prompting more people to seek brain-supporting substances. Furthermore, the expanding aging population is concerned about cognitive decline and neurological illnesses, broadening the consumer base. The industry is also benefiting from the growing use of natural and herbal health products as alternatives to pharmaceutical therapies for cognitive support.

Restraint:

Lack of regulatory oversight

The lack of strong rules on mental health supplement production permits producers to release products without adequate regulatory approval, resulting in misleading or false claims that damage consumer trust. These supplements may have negative side effects if taken for an extended period of time or when mixed with other medications. Furthermore, many brain health supplements lack strong scientific data to support their efficacy, with very limited clinical evidence to back it up.

Opportunity:

Targeted products for specific cognitive needs

Manufacturers are investing in R&D to generate creative formulations with unique chemicals that target specific cognitive functions. The rising demand for goods that address specific problems such as memory enhancement, attention improvement, stress reduction, and sleep quality is propelling market growth. Furthermore, the sports industry's growing interest in strengthening players' brain efficacy is creating new opportunities. The growing attention on mental well-being among younger generations, as well as the burgeoning market for supplements aimed at professional performance enhancement, is creating attractive opportunities for industry players.

Threat:

Counterfeit products

Many marketed supplements may contain components that are not stated on nutrition

labels or in quantities that differ from what is claimed, exposing users to potential negative effects from excessive usage. Nuvance Health reports that some over-the-counter products claiming to help cognitive function may contain prohibited pharmaceuticals. Furthermore, the lack of standardized testing and quality control techniques throughout the sector makes it difficult for consumers to discern between legal and fraudulent items. Deceptive marketing claims and insufficient regulatory enforcement compound this problem, creating impediments to market growth.

Covid-19 Impact:

The COVID-19 epidemic boosted the business of brain health supplements, encouraging people to freely disclose their experiences with mental illness, stress, anxiety, and mood swings on social media sites. This enhanced transparency resulted in a rise in demand for brain health supplements. Furthermore, the pandemic increased the emphasis on improving physical health and overall quality of life, opening up chances for manufacturers to sell their products in collaboration with mental health influencers.

The vitamins and minerals segment is expected to be the largest during the forecast period

The vitamins and minerals segment is expected to account for the largest market share during the forecast period. This guidance is based on considerable scientific evidence that vital vitamins and minerals play a role in cognitive function and are useful in preventing age-related cognitive decline and developmental illnesses such as Alzheimer's and dementia. These supplements are widely available through various distribution channels, including pharmacies, supermarkets, and internet shops. Furthermore, high market penetration has resulted from consumer familiarity with vitamin and mineral supplements and their relatively inexpensive cost compared to other categories. Healthcare professional recommendations and increased awareness of the impact of micronutrient deficiencies on cognitive health are also helping to drive the segment's rise.

The stress and anxiety segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the stress and anxiety segment is predicted to witness the highest growth rate. This significant growth is being driven by rising awareness of mental health issues and a growing acceptance of natural alternatives to standard

pharmacological treatments. High-stress urban lifestyles and workplace pressures are fueling demand for stress-management products. Furthermore, advances in ingredient combinations, such as adaptogenic herbs and amino acids, have resulted in the creation of more effective stress-relief formulas. The integration of these supplements into holistic wellness regimens, as well as increased recommendations by healthcare professionals, is accelerating the segment's rise.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share due to the rising prevalence of brain illnesses, well-established healthcare infrastructure, and high consumer awareness of cognitive health. The United States accounts for more than two-thirds of the North American market, with rising consumer expenditure on health supplements spurred by increased awareness of mental health and cognitive well-being. Furthermore, the region benefits from the presence of large businesses, cutting-edge research centers, and a strong regulatory environment. The enormous distribution networks and product accessibility via retail chains and e-commerce platforms further enhance North America's market supremacy.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This remarkable growth is being driven by greater consumer awareness of the benefits of these supplements, a preference for natural supplements over medicines, and an increasing prevalence of Alzheimer's disease. The market has demonstrated substantial penetration in China, India, and Japan, where traditional medicine has deep cultural roots. Furthermore, the World Health Organization estimates that nearly 80% of the world's population relies on traditional medicine for basic health requirements, particularly in developing nations such as China and India. Increased healthcare expenditure, rising chronic disease incidence, and the availability of herbal plants all contribute to the region's rise.

Key players in the market

Some of the key players in Brain Health Supplements Market include Natural Factors Nutritional Products Ltd, Onnit Labs, Inc., Purelife Bioscience Co., Ltd, Intelligent Labs, Accelerated Intelligence Inc., NOW Foods, HVMN Inc., Teva Pharmaceutical Industries Ltd., Peak Nootropics, AlternaScript LLC, Quincy Bioscience, Liquid Health, Inc., Reckitt Benckiser Group PLC, DSM (Koninklijke DSM NV), BASF SE, Lonza Group, Glanbia

PLC and Archer-Daniels-Midland Company (ADM).

Key Developments:

In September 2024, Teva presented new Phase 3 data for TEV-749, a once-monthly subcutaneous long-acting injectable for adult patients diagnosed with schizophrenia. The company stated, 'Teva is dedicated to building on its commitment to neuroscience by developing new long-acting injectable treatment options like TEV-749'.

In May 2024, Teva announced the U.S. FDA approval of AUSTEDO XR, a once-daily tablet for treating chorea associated with Huntington's disease and tardive dyskinesia.

Product Types Covered:

Herbal Extracts

Vitamins and Minerals

Natural Molecules

Synthetic Molecules

Supplement Forms Covered:

Tablets

Capsules

Powder

Softgels

Liquids

Age Groups Covered:

Pediatric

Adult

Geriatric

Distribution Channels Covered:

Supermarkets and Hypermarkets

Pharmacy and Drug Stores

Online Stores

Specialty Stores

Other Distribution Channels

Applications Covered:

Memory Enhancement

Attention and Focus

Mood and Depression

Sleep and Recovery

Anti-aging and Longevity

Stress and Anxiety

Other Applications

Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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