+357 96 030922
info@marketpublishers.com

Gut-Brain Axis & Mood-Enhancing FMCG Market Forecasts to 2032 - Global Analysis By Product Type (Functional Beverages, Functional Foods, Dietary Supplements, and Other Product Types), Ingredient, Distribution Channel, End User, and By Geography

https://marketpublishers.com/r/GE6C540F2EC2EN.html
Date: January 2026
Pages: 200
Price: US$ 4,150.00 (Single User License)
ID: GE6C540F2EC2EN

Abstracts

According to Stratistics MRC, the Global Gut-Brain Axis & Mood-Enhancing FMCG Market is accounted for $13.43 billion in 2025 and is expected to reach $22.29 billion by 2032 growing at a CAGR of 7.5% during the forecast period. Gut-Brain Axis & Mood-Enhancing FMCG encompasses everyday consumer products that promote emotional and cognitive health by targeting the connection between digestive health and brain function. Such products typically feature functional ingredients like beneficial microbes, plant-based adaptogens, and neuro-supportive nutrients that influence gut microbiota and neural signaling. By integrating mental wellness into routine consumption, these FMCG offerings provide accessible, science-backed options to help manage stress, improve mood, support focus, and enhance overall psychological well-being.

Market Dynamics:

Driver:

Mainstreaming of psychobiotics

Consumers are increasingly seeking functional foods and beverages that support mental well-being alongside digestive health. Rising stress levels and lifestyle disorders are accelerating demand for mood-enhancing formulations. Scientific validation of probiotics and prebiotics in regulating neurotransmitters is strengthening consumer trust. FMCG companies are investing in R&D to integrate psychobiotics into everyday consumables. Marketing campaigns emphasize holistic wellness, positioning gut health as central to emotional balance. This mainstreaming trend is reshaping product portfolios and expanding adoption across both developed and emerging regions.

Restraint:

High ingredient costs

Specialized strains of probiotics and bioactive compounds require advanced cultivation and preservation techniques. These processes increase manufacturing expenses and limit scalability for smaller firms. High costs also restrict affordability, slowing penetration into price-sensitive markets. Regulatory compliance for safety and efficacy adds further financial burden. Companies must balance innovation with cost efficiency to remain competitive. Without breakthroughs in cost reduction, premium pricing may hinder widespread adoption of mood-enhancing FMCG products.

Opportunity:

Hyper-personalization

Consumers are increasingly drawn to tailored nutrition solutions that address individual mood and wellness needs. Advances in microbiome testing and AI-driven analytics enable customized product recommendations. Brands are leveraging digital platforms to deliver personalized subscription models. This trend enhances consumer engagement and loyalty by aligning products with unique health profiles. Hyper-personalization also supports premium positioning, allowing companies to differentiate in a crowded marketplace.

Threat:

Supply chain volatility

The gut-brain axis FMCG sector is vulnerable to supply chain disruptions due to reliance on specialized ingredients. Strains of probiotics and functional botanicals often require controlled environments and global sourcing. Volatility in logistics, raw material shortages, and geopolitical tensions can delay production. Pandemic-related restrictions highlighted the fragility of ingredient supply chains. Companies are adopting digital monitoring and predictive analytics to mitigate risks. However, persistent volatility threatens inventory stability and timely product launches.

Covid-19 Impact:

The pandemic reshaped consumer priorities, accelerating demand for mood-enhancing FMCG products. Heightened stress and anxiety during lockdowns boosted interest in psychobiotics and functional beverages. Supply chain disruptions initially constrained availability, creating short-term shortages. However, the crisis also spurred innovation in e-commerce and direct-to-consumer channels. Brands emphasized immunity and mental wellness in marketing, aligning with pandemic-driven health concerns. Regulatory agencies introduced flexible guidelines to support rapid product approvals. Post-pandemic strategies now focus on resilience, digital engagement, and holistic wellness positioning across the FMCG value chain.

The functional beverages segment is expected to be the largest during the forecast period

The functional beverages segment is expected to account for the largest market share during the forecast period. These products offer convenient formats for delivering psychobiotics and mood-enhancing ingredients. Rising consumer preference for ready-to-drink solutions supports segment expansion. Innovations in flavor, packaging, and shelf stability are enhancing appeal. Functional beverages are increasingly marketed as daily wellness routines rather than occasional supplements. Their accessibility across retail and online channels strengthens market penetration.

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

Over the forecast period, the stress & anxiety reduction segment is predicted to witness the highest growth rate. Rising global stress levels are driving demand for targeted mood-enhancing solutions. Psychobiotics and adaptogens are being integrated into FMCG products to address emotional well-being. Scientific evidence supporting their efficacy is boosting consumer confidence. Younger demographics, particularly millennials and Gen Z, are adopting these products for lifestyle management. Digital wellness platforms are amplifying awareness and accessibility.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, due to rising disposable incomes and growing health awareness are fueling demand for functional products. Countries like China, India, and Japan are investing in wellness-focused FMCG innovation. Traditional dietary practices in the region align naturally with probiotic and herbal formulations. Government initiatives promoting local production are strengthening supply chains. Rapid urbanization is increasing exposure to stress, further boosting demand for mood-enhancing consumables.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR, owing to strong R&D investment and technological leadership support rapid innovation in psychobiotics. The U.S. and Canada are pioneering personalized nutrition and microbiome-based solutions. Regulatory frameworks are evolving to streamline approvals for functional ingredients. High consumer awareness of mental health is driving adoption of mood-enhancing FMCG products. Robust e-commerce infrastructure is expanding accessibility and distribution.

Key players in the market

Some of the key players in Gut-Brain Axis & Mood-Enhancing FMCG Market include Nestl? S.A., Olipop, Inc., Danone S.A., Seed Health, PepsiCo, Inc., BioGaia AB, Yakult Honsha Co., Ltd., Cargill, Incorporated, Abbott Laboratories, General Mills, Inc., Chr. Hansen Holding A/S, Unilever PLC, Kerry Group plc, BASF SE, and DuPont de Nemours, Inc.

Key Developments:

In December 2025, Mars and Cargill, announced they are spurring the development of more than 224MWac* of new renewable energy capacity through five virtual power purchase agreements (PPAs) in Poland. The PPAs were signed with GoldenPeaks Capital, one of Europe?s fastest-growing independent producers of renewable energy.

In February 2025, Shedd Aquarium and global healthcare company Abbott are announcing one of Shedd?s largest corporate gifts in recent history, a $10 million pledge from Abbott and Abbott's philanthropic foundation, Abbott Fund. The investment cements the longstanding partnership between Shedd, Abbott, and Abbott Fund to enrich the cultural, educational and environmental fabric of Chicago and spark passion for protecting the ocean environment.

+357 96 030922
info@marketpublishers.com

Product Types Covered:

Functional Beverages

Functional Foods

Dietary Supplements

Other Product Types

Ingredients Covered:

Fibers

Adaptogens & Herbal Extracts

Amino Acids & Neuro-nutrients

Vitamins & Minerals

Other Ingredients

Distribution Channels Covered:

Supermarkets & Hypermarkets

Pharmacies & Health Stores

Online Retail

Direct-to-Consumer Subscriptions

Other Distribution Channels

End Users Covered:

+357 96 030922
info@marketpublishers.com

- Digestive Health
- Stress & Anxiety Reduction
- Sleep Improvement
- Cognitive Function
- Overall Emotional Well-being
- Other End Users

Regions Covered:

- North America
  - US
  - Canada
  - Mexico
- Europe
  - Germany
  - UK
  - Italy
  - France
  - Spain
  - Rest of Europe
- Asia Pacific

+357 96 030922
info@marketpublishers.com

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

+357 96 030922
info@marketpublishers.com

Contents

+357 96 030922
info@marketpublishers.com

5 GLOBAL GUT-BRAIN AXIS & MOOD-ENHANCING FMCG MARKET, BY PRODUCT TYPE

6 GLOBAL GUT-BRAIN AXIS & MOOD-ENHANCING FMCG MARKET, BY INGREDIENT

7 GLOBAL GUT-BRAIN AXIS & MOOD-ENHANCING FMCG MARKET, BY DISTRIBUTION CHANNEL

+357 96 030922
info@marketpublishers.com

8 GLOBAL GUT-BRAIN AXIS & MOOD-ENHANCING FMCG MARKET, BY END USER

9 GLOBAL GUT-BRAIN AXIS & MOOD-ENHANCING FMCG MARKET, BY GEOGRAPHY

+357 96 030922
info@marketpublishers.com

+357 96 030922
info@marketpublishers.com

List Of Tables

LIST OF TABLES

+357 96 030922
info@marketpublishers.com

Note: Tables for North America, Europe, APAC, South America, and Middle East & Africa Regions are also represented in the same manner as above.

+357 96 030922
info@marketpublishers.com

I would like to order

Product name: Gut-Brain Axis & Mood-Enhancing FMCG Market Forecasts to 2032 - Global Analysis By Product Type (Functional Beverages, Functional Foods, Dietary Supplements, and Other Product Types), Ingredient, Distribution Channel, End User, and By Geography

Product link: https://marketpublishers.com/r/GE6C540F2EC2EN.html

Price: US$ 4,150.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page https://marketpublishers.com/r/GE6C540F2EC2EN.html