

# **Men's Mental Health Supplements Market Forecasts to 2032 – Global Analysis By Product Type (Vitamins & Minerals, Herbal Supplements, Omega-3 Fatty Acids, Probiotics & Prebiotics, Amino Acids and Other Product Types), Formulation (Tablets and Capsules, Powders, Gummies and Liquids), Distribution Channel, Application and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global Men's Mental Health Supplements Market is accounted for \$82.97 billion in 2025 and is expected to reach \$166.90 billion by 2032 growing at a CAGR of 10.5% during the forecast period. Men's mental health supplements are nutraceutical products formulated to support cognitive function, stress management, mood balance, and overall mental well-being in men. They often include ingredients like omega-3s, adaptogens, amino acids, and herbal extracts. Rising awareness of mental health, workplace stress, and demand for non-prescription solutions drive market growth. Lifestyle shifts, aging populations, and sports performance needs also influence demand. Increasing e-commerce penetration, clean-label trends, and research into clinically proven natural formulations are expanding opportunities in the men's mental health supplements market.

Market Dynamics:

Driver:

Growing awareness of men's mental health

Public health campaigns and advocacy from influential figures are encouraging men to

proactively manage their psychological well-being. This cultural shift is expanding the consumer base beyond clinical populations to include health-conscious individuals seeking cognitive support and stress resilience. Additionally, the increasing prevalence of lifestyle-induced stress and anxiety is creating a sustained demand for non-pharmaceutical interventions. This heightened awareness directly translates into increased market penetration and revenue growth for evidence-based supplement formulations.

#### Restraint:

##### Lack of clinical validation for many products

Numerous supplements are marketed with bold claims related to mood and cognitive enhancement but are supported only by preliminary or anecdotal evidence. This deficiency erodes consumer trust and physician confidence, creating a barrier to recommendation and adoption. Moreover, the regulatory framework, such as DSHEA in the US, does not require pre-market approval for efficacy, allowing under-researched products to flood the market. This situation fuels consumer skepticism and can potentially lead to regulatory crackdowns, stifling overall market credibility and expansion.

#### Opportunity:

##### Growth of e-commerce distribution

Online platforms offer unparalleled discretion, which is a key purchasing factor for consumers addressing stigmatized health concerns like mental wellness. Furthermore, e-commerce provides brands with direct consumer engagement opportunities through targeted digital marketing and subscription models, enhancing customer retention. The extensive reach of these platforms also facilitates market entry into geographically diverse and underserved regions. This channel effectively lowers barriers to purchase and is instrumental in driving volume sales and acquiring valuable consumer data for personalized marketing strategies.

#### Threat:

##### Counterfeit and unregulated supplements

The market faces a substantial threat from the proliferation of counterfeit and

unregulated supplements. These products, often sold through illicit online marketplaces, can contain incorrect dosages, undeclared pharmaceuticals, or harmful contaminants, posing serious health risks to consumers. Moreover, their presence severely damages the reputation of legitimate brands and the overall market's integrity by eroding consumer trust. This issue also invites stricter regulatory scrutiny, which could lead to more burdensome compliance requirements for all industry players. Such activities directly threaten market stability and can lead to decreased consumer confidence and spending.

#### Covid-19 Impact:

The COVID-19 pandemic had a notably positive impact on the men's mental health supplements market. Lockdowns, social isolation, and economic uncertainty triggered a global surge in anxiety and stress, acutely raising awareness of mental wellness. This led to a marked increase in consumers seeking self-care solutions, including dietary supplements. Furthermore, the shift towards e-commerce became paramount, facilitating access despite retail disruptions. This period accelerated market growth as mental health became a central component of overall health management, driving both trial and continued use of these products.

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

The vitamins & minerals segment is expected to account for the largest market share during the forecast period, which is attributed to its strong scientific foundation and widespread consumer familiarity. Nutrients like vitamin D, B-complex, magnesium, and zinc are extensively researched for their roles in neurological function and mood regulation. Additionally, they are often incorporated into daily wellness routines as general health supplements, lowering the barrier to entry for mental health-specific use. Their proven safety profile and frequent recommendation by healthcare professionals further bolster consumer confidence. This established market presence and perceived efficacy ensure this segment continues to capture the largest revenue share.

The gummies segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the gummies segment is predicted to witness the highest growth rate, driven by superior consumer acceptability and convenience. The palatable format significantly improves adherence, especially for individuals who dislike

swallowing pills. Moreover, this format is highly appealing for new demographic targets, including younger adults. Innovation in flavor profiles, sugar-free options, and fast-dissolving technologies are key growth drivers. The segment also benefits from effective marketing that positions these products as an enjoyable daily treat rather than a medication, enhancing their appeal as a lifestyle product and fueling rapid market expansion.

#### Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share. This leadership is fueled by high consumer awareness, significant disposable income, and a well-established retail and e-commerce infrastructure for dietary supplements. The region has a pronounced culture of self-care and a growing movement to destigmatize men's mental health. Furthermore, the presence of major market players and aggressive marketing strategies solidify its dominant position. The regulatory environment, while evolving, supports a robust and innovative supplement industry, contributing to its substantial market share.

#### Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR. This accelerated growth is propelled by increasing urbanization, rising disposable incomes, and a growing awareness of mental health issues. The expanding middle class is becoming more receptive to preventive health measures, including dietary supplements. Moreover, the proliferation of e-commerce platforms is making these products accessible to a vast and previously untapped population. Investments from global brands tailoring products to local preferences and rising healthcare costs that make supplements an attractive alternative further contribute to this rapid growth.

#### Key players in the market

Some of the key players in Men's Mental Health Supplements Market include Abbott, Amway, Bayer, BioTech USA, GNC, Herbalife, Hims, Irwin Naturals, Jarrow Formulas, Lamberts Healthcare, Life Extension, Nature Made, Nature's Bounty, New Chapter, Nordic Naturals, NOW Foods, Optimum Nutrition, Puritan's Pride, The Vitamin Shoppe, and Vitabiotics.

#### Key Developments:

In March 2025, GNC launched Mega Men® %- %Focus & Cognition Vitapak® Program, this daily multivitamin provides 24 vitamins and minerals to help fill nutritional gaps and support overall health, including mental clarity and focus.

In June 2024, Abbott launched Spring Health, a mental health benefit for U.S. employees and their families. This program offers personalized, confidential mental health resources, including one-on-one support, life/work services, and online appointment access.

#### Product Types Covered:

Vitamins & Minerals

Herbal Supplements

Omega-3 Fatty Acids

Probiotics & Prebiotics

Amino Acids

Other Product Types

#### Formulations:

Tablets and Capsules

Powders

Gummies

Liquids

#### Distribution Channels Covered:

Online Channels

## Offline Channels

### Applications Covered:

Mood and Stress Management

Cognitive Health

Sleep and Recovery

Overall Well-being and Energy

### 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:

*Men's Mental Health Supplements Market Forecasts to 2032 – Global Analysis By Product Type (Vitamins & Mineral...*

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

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