

Mood-Enhancing Functional Foods Market Forecasts to 2032 – Global Analysis By Product (Functional Bars & Bites, Beverages (RTD, Powders), Dairy & Alternatives, and Cereals & Granolas), Type, Nature, Packaging, Application, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Mood-Enhancing Functional Foods Market is accounted for \$13.6 billion in 2025 and is expected to reach \$24.1 billion by 2032 growing at a CAGR of 8.5% during the forecast period. Mood-enhancing functional foods are dietary products specifically formulated with bioactive compounds, nutrients, or natural ingredients that influence neurotransmitter activity and support emotional well-being. These foods often contain omega-3 fatty acids, probiotics, amino acids, vitamins, or plant-based adaptogens that modulate serotonin and dopamine pathways. Designed to alleviate stress, anxiety, or mild depression, they merge nutrition with psychology. They form part of the broader functional food category, targeting mental wellness by offering scientifically supported benefits through everyday consumption.

According to the APA, interest in nutritional psychiatry is growing, with studies on how nutrients like omega-3s and probiotics can support mental well-being alongside traditional therapies.

Market Dynamics:

Driver:

Rising mental health awareness globally

The market is strongly driven by increasing global awareness of mental health and

emotional well-being. Consumers are turning to functional foods that naturally support mood regulation, stress relief, and cognitive balance. Public health campaigns, workplace wellness initiatives, and digital platforms highlighting mental health are fueling demand. Younger demographics, particularly millennials and Gen Z, are embracing functional nutrition as part of preventive care. Consequently, rising awareness is creating a broad consumer base for mood-supportive food products worldwide.

Restraint:

High product development costs

A major restraint for the market is the high investment required for R&D, testing, and formulation of mood-enhancing functional foods. Creating effective products demands scientific validation, clinical trials, and regulatory approvals, raising costs for manufacturers. Specialized ingredients such as adaptogens, nootropics, and probiotics further add to expenses. Smaller companies often struggle to meet these requirements, limiting innovation and scalability. Consequently, while consumer demand grows, the cost-intensive nature of developing credible, efficacious mood-enhancing foods can hinder faster market penetration.

Opportunity:

Innovative delivery formats and products

The market offers substantial opportunities in developing innovative product formats that enhance accessibility and consumer engagement. Functional beverages, gummies, snackable formats, and ready-to-eat foods are increasingly popular among busy consumers seeking convenient mood support. Personalization through microbiome-based and AI-driven solutions further strengthens appeal. Brands introducing novel combinations of adaptogens, botanicals, and nutrients can differentiate themselves. As consumers seek variety beyond traditional supplements, innovative delivery formats present a high-growth pathway, driving future expansion in mood-enhancing functional nutrition offerings globally.

Threat:

Competition from pharmaceuticals and supplements

The market faces significant threat from established pharmaceuticals and dietary supplements that already dominate mood-enhancement and mental wellness solutions. Antidepressants, stress-relief medications, and herbal supplements often offer quicker results, attracting consumers. Functional foods must compete on efficacy, cost, and consumer trust. Additionally, supplements enjoy a mature distribution network and strong credibility backed by clinical evidence. Without consistent scientific validation, functional foods risk being overshadowed by these alternatives, slowing adoption rates among consumers seeking proven mental wellness solutions.

Covid-19 Impact:

The COVID-19 pandemic had a dual effect on the market, initially disrupting supply chains but simultaneously accelerating consumer demand for mood-enhancing nutrition. Heightened stress, anxiety, and isolation during lockdowns increased the need for foods promoting mental balance and resilience. Functional snacks, teas, and beverages with calming and adaptogenic ingredients saw heightened demand. E-commerce became a primary sales channel, boosting product accessibility. Post-pandemic, the emphasis on mental wellness has become ingrained in consumer behavior, securing long-term growth prospects for the market.

The functional bars & bites segment is expected to be the largest during the forecast period

The functional bars & bites segment is expected to account for the largest market share during the forecast period, owing to their convenience, portability, and nutritional density. Consumers prefer these products as on-the-go solutions for stress relief and mood support during hectic lifestyles. Enhanced with adaptogens, amino acids, or botanicals, these snacks align with both wellness and indulgence. Busy professionals and younger consumers especially drive this demand. The segment's versatility across flavors and formats further enhances adoption, making it the largest revenue contributor during the forecast period.

The nutraceutical-enriched segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the nutraceutical-enriched segment is predicted to witness the highest growth rate, reinforced by growing consumer trust in scientifically validated formulations. Foods infused with nootropics, adaptogens, omega-3s, and vitamins are gaining traction as credible mood-supportive options. Enhanced bioavailability and

personalized formulations further expand appeal. Consumers increasingly prefer fortified functional foods over synthetic supplements, viewing them as natural yet potent solutions. With rising investment in nutraceutical integration, this segment is expected to outpace others, emerging as the fastest-growing category within the market.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share, ascribed to strong cultural alignment with herbal remedies, traditional nutrition practices, and plant-based wellness. Countries such as China, India, and Japan have a long history of incorporating botanicals, teas, and adaptogenic foods into daily diets. Rising disposable incomes and urban health-conscious consumers further accelerate adoption. Regional players innovating with Ayurvedic, TCM, and Japanese wellness traditions reinforce growth. Consequently, Asia Pacific secures its position as the largest revenue contributor to this market.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR associated with strong consumer awareness of functional nutrition and mental health. The region's fast-paced lifestyle drives demand for convenient, mood-supportive food formats like bars, beverages, and gummies. Growing investment from nutraceutical companies and startups enhances innovation pipelines. High prevalence of stress and anxiety across the U.S. and Canada further boosts adoption. Supported by a strong retail and e-commerce ecosystem, North America emerges as the fastest-growing regional hub for this market.

Key players in the market

Some of the key players in Mood-Enhancing Functional Foods Market include Nestlé, Danone S.A., PepsiCo, Inc., Unilever PLC, Yakult Honsha Co., Ltd., Kellogg Company, General Mills, Inc., Mondelez International, Inc., Abbott Laboratories, Glanbia plc (Glanbia Nutritionals), International Flavors & Fragrances (IFF), dsm-firmenich (DSM-Firmenich), Kerry Group plc, Ingredion Incorporated, Archer-Daniels-Midland Company (ADM), Cargill, Incorporated, Chr. Hansen A/S, and Lonza Group AG.

Key Developments:

In Aug 2025, Danone S.A. introduced 'Activia Mood+', a probiotic yogurt drink featuring

a unique blend of Bifidobacterium and prebiotic fibers specifically designed to support the gut-brain axis and improve overall emotional well-being.

In July 2025, PepsiCo, Inc. (under the Rockstar Energy brand) announced 'Unwind CBD', a new line of sparkling waters containing broad-spectrum hemp extract and adaptogens, targeting consumers seeking stress relief and relaxation in a non-alcoholic format.

In June 2025, dsm-firmenich commercialized 'Microbiome+ Mood', a new proprietary, shelf-stable probiotic strain that can be incorporated into baked goods, demonstrating a significant link to reduced stress markers in clinical trials.

Products Covered:

Functional Bars & Bites

Beverages (RTD, Powders)

Dairy & Alternatives

Cereals & Granolas

Types Covered:

Nutraceutical-Enriched

Adaptogen-Infused

Amino Acid/Formulation-Based

Botanical Blend Formulations

Probiotics & Prebiotics

Natural Sweeteners & Functional Fibers

Natures Covered:

Organic

Natural & Non-GMO

Fortified

Keto-Friendly

Packagings Covered:

Single-Serve Sachets

Multi-Pack Bars

Bottled RTD Formats

Bulk Powders (B2B)

Applications Covered:

Mood Regulation & Stress Reduction

Cognitive Alertness & Focus

Pre-Sleep Relaxation Blends

End Users Covered:

Adults (18–45)

Seniors (65+)

Students & Professionals

Health & Wellness Consumers

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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