

Mood & Stress Management Beverages Market Forecasts to 2032 – Global Analysis By Product (Functional Beverages, Functional Dairy & Alternatives, Bakery & Confectionery with Clean Label Claims and Other Products), Ingredient Category, Functional Benefit, Distribution Channel, End User and By Geography

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Abstracts

According to Statistics MRC, the Global Mood & Stress Management Beverages Market is accounted for \$1.5 billion in 2025 and is expected to reach \$4.5 billion by 2032 growing at a CAGR of 17% during the forecast period. Mood & Stress Management Beverages are functional drinks formulated to support emotional well-being by helping reduce stress, enhance relaxation, and improve overall mood balance. These beverages typically contain ingredients such as adaptogens, nootropics, botanicals, vitamins, amino acids, and natural calming compounds that influence the body's stress response and promote mental clarity. They work by regulating cortisol levels, supporting neurotransmitter activity, and improving hydration, which collectively aid in relieving tension and emotional fatigue. Popular examples include herbal infusions, magnesium-based drinks, CBD blends, and calming teas. These beverages cater to growing consumer demand for natural, convenient solutions to daily stress and mood fluctuations.

Market Dynamics:

Driver:

Rising consumer focus on mental wellness

Consumers are increasingly seeking functional beverages that support relaxation, stress reduction, and emotional balance. Natural ingredients such as adaptogens, botanicals, and amino acids are gaining traction as they align with holistic health goals. Rising awareness of mental health issues is amplifying demand for beverages positioned as mood enhancers. Retailers and brands are reformulating products to highlight clean-label and wellness claims, reinforcing adoption. Social media and influencer marketing further accelerate consumer interest in mental wellness beverages.

Restraint:

Limited clinical evidence supporting product claims

Many mood and stress management beverages rely on traditional or anecdotal benefits rather than validated scientific studies. This lack of robust evidence reduces consumer trust and slows adoption in regulated markets. Regulatory agencies are cautious about approving health claims without sufficient data, constraining commercialization. Smaller firms struggle to invest in clinical trials, limiting their competitive edge. Skepticism among healthcare professionals further hampers credibility. Consequently, limited clinical validation is constraining market expansion.

Opportunity:

Growing urban stress and burnout levels

Rising workloads, fast-paced lifestyles, and digital fatigue are driving demand for beverages that promote relaxation and focus. Functional drinks infused with adaptogens, nootropics, and calming botanicals directly address these consumer needs. Employers and wellness programs are increasingly incorporating stress-relief beverages into corporate health initiatives. Expanding urban populations with higher disposable incomes reinforce adoption of premium wellness products. Advances in formulation technologies are enabling more effective and palatable beverages.

Threat:

High product costs reducing affordability

Premium natural ingredients such as adaptogens and botanicals increase production expenses compared to conventional drinks. Price-sensitive consumers in developing

regions are less likely to adopt these products. Limited affordability restricts penetration beyond affluent urban markets. Retailers face challenges in balancing premium positioning with mass-market accessibility. Competitive pressure from low-cost alternatives such as teas and herbal infusions further reduces adoption.

Covid-19 Impact:

The COVID-19 pandemic had a mixed impact on the Mood & Stress Management Beverages market. Supply chain disruptions affected ingredient availability and delayed product launches, slowing adoption in several regions. Economic uncertainty reduced consumer spending on premium wellness beverages during the crisis. However, heightened awareness of mental health and stress management drove renewed interest in functional drinks. Online grocery and e-commerce platforms accelerated demand for transparent and safe wellness products. Manufacturers adapted by emphasizing immunity, relaxation, and natural ingredients in product positioning.

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 driven by strong demand for convenient wellness solutions. Beverages enriched with adaptogens, amino acids, and botanicals align with consumer preferences for natural stress relief. Rising popularity of energy-balancing and relaxation drinks reinforces adoption. Manufacturers are innovating with clean-label formulations to differentiate products in competitive markets. The segment benefits from strong retail and e-commerce presence, making functional beverages widely accessible. Growing consumer focus on mental wellness aligns directly with the benefits of functional beverages.

The botanicals & adaptogens segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the botanicals & adaptogens segment is predicted to witness the highest growth rate, reflecting strong demand for natural stress-relief ingredients. Adaptogens such as ashwagandha, ginseng, and rhodiola are increasingly incorporated into beverages targeting relaxation and focus. Rising consumer preference for herbal and plant-based solutions accelerates adoption in this segment. Manufacturers are investing in innovative formulations to improve taste and efficacy of botanical blends. The segment benefits from strong growth in wellness-focused retail and e-commerce

channels. Social media campaigns highlighting natural remedies further amplify demand.

Region with largest share:

During the forecast period, the Asia Pacific region is expected to hold the largest market share by rising health awareness and strong cultural acceptance of herbal remedies. Countries such as China, India, and Japan are witnessing strong demand for mood and stress management beverages. Expanding middle-class populations and growing disposable incomes support premium product adoption. Traditional use of botanicals and adaptogens reinforces consumer trust in natural formulations. Government initiatives promoting wellness and preventive healthcare further accelerate adoption. Local manufacturers are increasingly investing in clean-label and functional beverage innovations.

Region with highest CAGR:

Over the forecast period, the Middle East & Africa region is anticipated to exhibit the highest CAGR due to rising health awareness and growing demand for premium nutrition. Countries such as UAE, Saudi Arabia, and South Africa are increasingly adopting functional beverages for stress management. Expanding retail chains and e-commerce platforms reinforce demand for transparent and natural products. Government initiatives promoting wellness and food safety further accelerate adoption. Rising disposable incomes and urbanization support premium product consumption. Local startups and multinational firms are investing in adaptogen-based innovations to capture emerging demand.

Key players in the market

Some of the key players in Mood & Stress Management Beverages Market include PepsiCo, Nestlé, The Coca-Cola Company, Danone, Red Bull GmbH, Keurig Dr Pepper, Suntory Holdings, Monster Beverage Corporation, Neuro Drinks, Kin Euphorics, Recess, Four Sigmatic, HVMN (Health Via Modern Nutrition), Mindright and Koios Beverage Corporation.

Key Developments:

In February 2024, Danone formed a strategic partnership with Gnosis by Lesaffre to jointly develop and market probiotic and postbiotic solutions. This collaboration aims to

create innovative ingredients for the gut-brain axis, directly targeting mental well-being through nutritional solutions that can be incorporated into functional beverages, strengthening Danone's scientific backing in this domain.

In September 2023, Nestlé Health Science entered a strategic partnership with the Atrium Innovation to distribute its L-Theanine and Probiotic-based supplement, Serenis, across Europe. This move leverages Atrium's expertise in nutraceuticals to expand Nestlé's reach in the cognitive health market, directly linking L-Theanine, a known relaxing amino acid, to their beverage and supplement portfolio for stress management.

Products Covered:

Functional Beverages

Functional Dairy & Alternatives

Bakery & Confectionery with Clean Label Claims

Ready-to-Eat Meals & Snacks

Nutraceutical-Infused Foods

Other Products

Ingredient Categories Covered:

Plant-Based Proteins

Probiotics & Prebiotics

Vitamins & Minerals

Botanicals & Adaptogens

Other Ingredient Categories

Functional Benefits Covered:

Digestive Health

Immunity Support

Energy & Endurance

Weight Management

Other Functional Benefits

Distribution Channels Covered:

Supermarkets & Hypermarkets

Specialty Health Stores

Pharmacies & Nutraceutical Retail

Other Distribution Channels

End Users Covered:

Millennials & Gen Z

Gen X

Baby Boomers

Children & Teenagers

Other End Users

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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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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