

Nootropics Market Forecasts to 2032 – Global Analysis By Product Type (Natural Nootropics, Synthetic Nootropics, Prescription Nootropics and Other Product Types), Form (Capsules/Tablets, Powders, Drinks/Beverages and Other Forms), Distribution Channel, Application and By Geography

<https://marketpublishers.com/r/NB80B94FFFE1EN.html>

Date: August 2025

Pages: 200

Price: US\$ 4,150.00 (Single User License)

ID: NB80B94FFFE1EN

Abstracts

According to Statistics MRC, the Global Nootropics Market is accounted for \$5.7 billion in 2025 and is expected to reach \$15.7 billion by 2032 growing at a CAGR of 15.4% during the forecast period. Nootropics, is a cognitive enhancers or smart drugs, are natural or synthetic substances that aim to improve mental performance. These compounds may enhance functions such as memory, attention, creativity, and alertness without causing significant side effects. Nootropics include prescription medications, dietary supplements, and stimulants like caffeine. While some are clinically approved for conditions like ADHD or Alzheimer's, others are used off-label to support cognitive health, though scientific evidence for their effectiveness in healthy individuals remains limited

According to a systematic review published in Critical Reviews in Food Science and Nutrition, 256 human studies conducted between 2000 and 2021 were analyzed to assess the cognitive effects of plant-derived nootropics.

Market Dynamics:

Driver:

Increasing societal emphasis on mental well-being, cognitive performance

As stress, burnout, and digital fatigue become widespread, consumers are actively seeking supplements that enhance focus, memory, and emotional resilience. This demand spans across demographics from students and professionals to aging populations who view cognitive enhancement as essential to productivity and quality of life. The rise of wellness culture, coupled with increased scientific validation of brain-boosting ingredients, is fostering mainstream acceptance of nootropics as part of daily self-care routines.

Restraint:

Lack of uniform regulatory oversight

Nootropics often fall into a gray area between dietary supplements and pharmaceuticals, leading to inconsistent safety standards and labeling practices. This regulatory ambiguity can hinder product approvals, limit international trade, and erode consumer trust. Moreover, the proliferation of unverified claims and substandard formulations in some regions has prompted scrutiny from health authorities, potentially slowing innovation and market entry for reputable brands.

Opportunity:

Expansion of E-commerce and online retail

Online platforms offer consumers access to a wide array of products, personalized recommendations, and subscription-based models that support long-term cognitive enhancement. Influencer marketing, targeted ads, and educational content are driving awareness and trial among tech-savvy users. Additionally, direct-to-consumer brands are leveraging data analytics to refine formulations and improve customer retention. This shift toward digital-first commerce is reshaping distribution strategies and enabling global reach for niche and emerging players.

Threat:

Negative publicity and consumer backlash

The nootropics industry faces reputational risks stemming from exaggerated claims, misuse, and lack of transparency. Media coverage of adverse effects or unethical marketing practices can trigger consumer skepticism and regulatory crackdowns.

Furthermore, the association of nootropics with performance pressure or academic doping may alienate wellness-focused users. To mitigate backlash, companies must invest in clinical research, transparent labeling, and responsible messaging that emphasizes safety, efficacy, and holistic benefits.

Covid-19 Impact:

The COVID-19 pandemic had a dual impact on the nootropics market, disrupting supply chains while simultaneously amplifying demand. Lockdowns and remote work environments intensified mental fatigue, anxiety, and cognitive strain, prompting consumers to explore brain-enhancing supplements. Natural adaptogens and mood-regulating compounds gained popularity for their stress-relief properties. On the production side, delays in sourcing and manufacturing led to temporary shortages, especially for imported herbal ingredients.

The natural nootropics segment is expected to be the largest during the forecast period

The natural nootropics segment is expected to account for the largest market share during the forecast period driven by rising consumer preference for clean-label, plant-based cognitive enhancers. Ingredients such as *Bacopa monnieri*, *Rhodiola rosea*, and Lion's Mane mushroom are favored for their adaptogenic and neuroprotective properties. These compounds align with the growing demand for sustainable, non-synthetic wellness solutions. Technological advancements in extraction and bioavailability are improving efficacy, while the integration of traditional medicine systems like Ayurveda and TCM is expanding product diversity.

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

Over the forecast period, the memory enhancement segment is predicted to witness the highest growth rate fueled by increasing academic and professional performance demands. Students and working professionals are turning to nootropics that support recall, learning speed, and long-term retention. Formulations combining citicoline, phosphatidylserine, and herbal extracts are gaining popularity for their synergistic effects. The segment is also benefiting from innovations in personalized stacks and smart delivery systems that optimize cognitive outcomes.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share accounting for over 40% of total revenue. The region's strong wellness culture, high disposable income, and advanced healthcare infrastructure support widespread adoption. U.S.-based brands lead in innovation, offering vegan, clean-label, and tech-integrated products tailored to diverse cognitive needs. Regulatory clarity and consumer education further enhance market maturity.

Region with highest CAGR:

Over the forecast period, the North America region is anticipated to exhibit the highest CAGR attributed to rapid digital adoption and evolving consumer behavior. The proliferation of e-commerce, subscription models, and influencer-led campaigns is accelerating product uptake. Moreover, the region's emphasis on preventive mental health and personalized wellness is fostering innovation in formulation and delivery. Strategic partnerships between supplement brands and neuroscience labs are further propelling growth, positioning North America as a global hub for cognitive enhancement technologies

Key players in the market

Some of the key players in Nootropics Market include Purelife Bioscience Co., Ltd., TruBrain, HVMN Inc., Peak Nootropics, SupNootropic Bio Co. Ltd., AlternaScript HQ, Onnit Labs LLC, Accelerated Intelligence, Inc., Merck & Co., OptiMind, Clarity Nootropics, F. Hoffmann-La Roche Ltd., Neurohacker Collective, AstraZeneca, Janssen Pharmaceuticals, Gaia Herbs, Inc. and Mind Lab Pro.

Key Developments:

In June 2025, Accelerated Intelligence, Inc. Company launched new digital content and coaching tools focused on emotional intelligence and cognitive performance. Excelerol remains its flagship supplement.

In June 2025, AstraZeneca announced a major expansion of its Global Hub in Bangalore, adding 400 jobs and boosting AI-driven R&D. The move supports its goal of delivering 20 new medicines by 2030.

In March 2025, OptiMind entered a letter of intent to acquire Monjin, an AI-powered recruitment platform. The deal includes equity restructuring and a name change to reflect expanded business focus.

Product Types Covered:

Natural Nootropics

Synthetic Nootropics

Prescription Nootropics

Other Product Types

Forms Covered:

Capsules/Tablets

Powders

Drinks/Beverages

Other Forms

Distribution Channels Covered:

Online Channels

Offline Channels

Applications Covered:

Memory Enhancement

Attention & Focus Improvement

Mood & Stress Management

Anti-Aging & Neuroprotection

Cognitive Recovery after Illness or Injury

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

Contents

1 EXECUTIVE SUMMARY

2 PREFACE

- 2.1 Abstract
- 2.2 Stake Holders
- 2.3 Research Scope
- 2.4 Research Methodology
 - 2.4.1 Data Mining
 - 2.4.2 Data Analysis
 - 2.4.3 Data Validation
 - 2.4.4 Research Approach
- 2.5 Research Sources
 - 2.5.1 Primary Research Sources
 - 2.5.2 Secondary Research Sources
 - 2.5.3 Assumptions

3 MARKET TREND ANALYSIS

- 3.1 Introduction
- 3.2 Drivers
- 3.3 Restraints
- 3.4 Opportunities
- 3.5 Threats
- 3.6 Product Analysis
- 3.7 Application Analysis
- 3.8 Emerging Markets
- 3.9 Impact of Covid-19

4 PORTERS FIVE FORCE ANALYSIS

- 4.1 Bargaining power of suppliers
- 4.2 Bargaining power of buyers
- 4.3 Threat of substitutes
- 4.4 Threat of new entrants
- 4.5 Competitive rivalry

5 GLOBAL NOOTROPICS MARKET, BY PRODUCT TYPE

- 5.1 Introduction
- 5.2 Natural Nootropics
 - 5.2.1 Herbal Extracts
 - 5.2.2 Amino Acids
 - 5.2.3 Omega-3 Fatty Acids
- 5.3 Synthetic Nootropics
 - 5.3.1 Racetams
 - 5.3.2 Ampakines
 - 5.3.3 Cholinergics
- 5.4 Prescription Nootropics
 - 5.4.1 Modafinil
 - 5.4.2 Adrafinil
- 5.5 Other Product Types

6 GLOBAL NOOTROPICS MARKET, BY FORM

- 6.1 Introduction
- 6.2 Capsules/Tablets
- 6.3 Powders
- 6.4 Drinks/Beverages
- 6.5 Other Forms

7 GLOBAL NOOTROPICS MARKET, BY DISTRIBUTION CHANNEL

- 7.1 Introduction
- 7.2 Online Channels
- 7.3 Offline Channels
 - 7.3.1 Pharmacies & Drugstores
 - 7.3.2 Supermarkets & Hypermarkets
 - 7.3.3 Specialty Stores

8 GLOBAL NOOTROPICS MARKET, BY APPLICATION

- 8.1 Introduction
- 8.2 Memory Enhancement
- 8.3 Attention & Focus Improvement
- 8.4 Mood & Stress Management

- 8.5 Anti-Aging & Neuroprotection
- 8.6 Cognitive Recovery after Illness or Injury
- 8.7 Other Applications

9 GLOBAL NOOTROPICS MARKET, BY GEOGRAPHY

- 9.1 Introduction
- 9.2 North America
 - 9.2.1 US
 - 9.2.2 Canada
 - 9.2.3 Mexico
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.2 UK
 - 9.3.3 Italy
 - 9.3.4 France
 - 9.3.5 Spain
 - 9.3.6 Rest of Europe
- 9.4 Asia Pacific
 - 9.4.1 Japan
 - 9.4.2 China
 - 9.4.3 India
 - 9.4.4 Australia
 - 9.4.5 New Zealand
 - 9.4.6 South Korea
 - 9.4.7 Rest of Asia Pacific
- 9.5 South America
 - 9.5.1 Argentina
 - 9.5.2 Brazil
 - 9.5.3 Chile
 - 9.5.4 Rest of South America
- 9.6 Middle East & Africa
 - 9.6.1 Saudi Arabia
 - 9.6.2 UAE
 - 9.6.3 Qatar
 - 9.6.4 South Africa
 - 9.6.5 Rest of Middle East & Africa

10 KEY DEVELOPMENTS

- 10.1 Agreements, Partnerships, Collaborations and Joint Ventures
- 10.2 Acquisitions & Mergers
- 10.3 New Product Launch
- 10.4 Expansions
- 10.5 Other Key Strategies

11 COMPANY PROFILING

- 11.1 Purelife Bioscience Co., Ltd.
- 11.2 TruBrain
- 11.3 HVMN Inc.
- 11.4 Peak Nootropics
- 11.5 SupNootropic Bio Co. Ltd.
- 11.6 AlternaScript HQ
- 11.7 Onnit Labs LLC
- 11.8 Accelerated Intelligence, Inc.
- 11.9 Merck & Co.
- 11.10 OptiMind
- 11.11 Clarity Nootropics
- 11.12 F. Hoffmann-La Roche Ltd.
- 11.13 Neurohacker Collective
- 11.14 AstraZeneca
- 11.15 Janssen Pharmaceuticals
- 11.16 Gaia Herbs, Inc.
- 11.17 Mind Lab Pro

List Of Tables

LIST OF TABLES

- Table 1 Global Nootropics Market Outlook, By Region (2024-2032) (\$MN)
- Table 2 Global Nootropics Market Outlook, By Product Type (2024-2032) (\$MN)
- Table 3 Global Nootropics Market Outlook, By Natural Nootropics (2024-2032) (\$MN)
- Table 4 Global Nootropics Market Outlook, By Herbal Extracts (2024-2032) (\$MN)
- Table 5 Global Nootropics Market Outlook, By Amino Acids (2024-2032) (\$MN)
- Table 6 Global Nootropics Market Outlook, By Omega-3 Fatty Acids (2024-2032) (\$MN)
- Table 7 Global Nootropics Market Outlook, By Synthetic Nootropics (2024-2032) (\$MN)
- Table 8 Global Nootropics Market Outlook, By Racetams (2024-2032) (\$MN)
- Table 9 Global Nootropics Market Outlook, By Ampakines (2024-2032) (\$MN)
- Table 10 Global Nootropics Market Outlook, By Cholinergics (2024-2032) (\$MN)
- Table 11 Global Nootropics Market Outlook, By Prescription Nootropics (2024-2032) (\$MN)
- Table 12 Global Nootropics Market Outlook, By Modafinil (2024-2032) (\$MN)
- Table 13 Global Nootropics Market Outlook, By Adrafinil (2024-2032) (\$MN)
- Table 14 Global Nootropics Market Outlook, By Other Product Types (2024-2032) (\$MN)
- Table 15 Global Nootropics Market Outlook, By Form (2024-2032) (\$MN)
- Table 16 Global Nootropics Market Outlook, By Capsules/Tablets (2024-2032) (\$MN)
- Table 17 Global Nootropics Market Outlook, By Powders (2024-2032) (\$MN)
- Table 18 Global Nootropics Market Outlook, By Drinks/Beverages (2024-2032) (\$MN)
- Table 19 Global Nootropics Market Outlook, By Other Forms (2024-2032) (\$MN)
- Table 20 Global Nootropics Market Outlook, By Distribution Channel (2024-2032) (\$MN)
- Table 21 Global Nootropics Market Outlook, By Online Channels (2024-2032) (\$MN)
- Table 22 Global Nootropics Market Outlook, By Offline Channels (2024-2032) (\$MN)
- Table 23 Global Nootropics Market Outlook, By Pharmacies & Drugstores (2024-2032) (\$MN)
- Table 24 Global Nootropics Market Outlook, By Supermarkets & Hypermarkets (2024-2032) (\$MN)
- Table 25 Global Nootropics Market Outlook, By Specialty Stores (2024-2032) (\$MN)
- Table 26 Global Nootropics Market Outlook, By Application (2024-2032) (\$MN)
- Table 27 Global Nootropics Market Outlook, By Memory Enhancement (2024-2032) (\$MN)
- Table 28 Global Nootropics Market Outlook, By Attention & Focus Improvement (2024-2032) (\$MN)
- Table 29 Global Nootropics Market Outlook, By Mood & Stress Management

(2024-2032) (\$MN)

Table 30 Global Nootropics Market Outlook, By Anti-Aging & Neuroprotection

(2024-2032) (\$MN)

Table 31 Global Nootropics Market Outlook, By Cognitive Recovery after Illness or Injury (2024-2032) (\$MN)

Table 32 Global Nootropics Market Outlook, By Other Applications (2024-2032) (\$MN)

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

I would like to order

Product name: Nootropics Market Forecasts to 2032 – Global Analysis By Product Type (Natural Nootropics, Synthetic Nootropics, Prescription Nootropics and Other Product Types), Form (Capsules/Tablets, Powders, Drinks/Beverages and Other Forms), Distribution Channel, Application and By Geography

Product link: <https://marketpublishers.com/r/NB80B94FFFE1EN.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/NB80B94FFFE1EN.html>