

# **Middle East & Africa Brain Health Supplements Market Forecast to 2028 - Regional Analysis - by Product (Natural Molecules, Herbal Extract, Vitamins and Minerals), Application (Memory Enhancement, Attention and Focus, Depression and Mood, Sleep and Recovery, Anti-aging and Longevity, Others), Dosage Form (Capsules, Tablets, Others), Distribution Channel (Supermarket and Hypermarket, Drug Store, Online, Others), and Age Category (Adults, Children, Elderly)**

<https://marketpublishers.com/r/M426C18122FFEN.html>

Date: December 2023

Pages: 155

Price: US\$ 3,550.00 (Single User License)

ID: M426C18122FFEN

## **Abstracts**

The Middle East & Africa brain health supplements market is expected to grow from US\$ 363.02 million in 2022 to US\$ 658.33 million by 2028. It is estimated to grow at a CAGR of 10.4% from 2022 to 2028.

### **New Product Launches Fuels Middle East & Africa Brain Health Supplements Market**

Brain health supplements contain natural molecules, herbal extracts, vitamins, and minerals. These products assist in the enhancement of memory, attention, and focus; management of depression and mood; and improvement of sleep and recovery pace. Some of these products also exhibit anti-aging properties and stimulate longevity. Therefore, companies in the brain health supplements market are launching various products to enhance the treatment outputs. A few of the recent developments related to the brain health supplements market are mentioned below:

- In November 2021, Danone launched Souvenaid in powder form. Souvenaid is a medical nutrition drink to support memory function in the early stages of Alzheimer's disease.

- In January 2022, HVMN Inc. launched HVMN Ketone 2.0 (Ketone-IQ). The company had plans to begin its pre-sales in November 2021, followed by a public launch in January 2022. The product delivers energy to power the brain and body.

- In June 2021, Motiva Supplements launched Neuro Booster, which proposes the higher absorption of six key functional foods. It is the first-ever clinically proven product to help enhance Alzheimer's patients and improve brain health.

Thus, the active participation of market players through innovations and product developments is likely to bring new trends to the brain health supplements market in the coming years.

### Middle East & Africa Brain Health Supplements Market Overview

The Middle East & Africa brain health supplements market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The market growth in the region is attributed to the growing cases of mental illness, increasing awareness about mental health issues, and new product launches by key players.

### Middle East & Africa Brain Health Supplements Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Brain Health Supplements Market Segmentation

The Middle East & Africa brain health supplements market is segmented into product, application, dosage form, distribution channel, age category, and country.

Based on product, the Middle East & Africa brain health supplements market is segmented into natural molecules, herbal extract, and vitamins and minerals. The natural molecules segment registered the largest Middle East & Africa brain health supplements market share in 2022. The natural molecules is further subsegmented into acetyl-L-carnitine, docosahexaenoic Acid (DHA), alpha GPC, citicoline, huperzine-A, and others. The herbal extract is further subsegmented into bacopa monnieri, ginkgo biloba, ginseng, curcumin, lion's mane, and others. The vitamins and minerals is further subsegmented into vitamins C and E, vitamin B complex and others.

Based on application, the Middle East & Africa brain health supplements market is segmented into memory enhancement, attention and focus, depression and mood, sleep and recovery, anti-aging and longevity, and others. The memory enhancement segment held the largest Middle East & Africa brain health supplements market share in 2022.

Based on dosage form, the Middle East & Africa brain health supplements market is segmented into capsules, tablets, and others. The others segment held the largest Middle East & Africa brain health supplements market share in 2022.

Based on distribution channel, the Middle East & Africa brain health supplements market is segmented into supermarket and hypermarket, drug store, online and others. The supermarket and hypermarket segment held the largest Middle East & Africa brain health supplements market share in 2022.

Based on age category, the Middle East & Africa brain health supplements market is segmented into adults, children, and elderly. The adults segment held the largest Middle East & Africa brain health supplements market share in 2022.

Based on country, the Middle East & Africa brain health supplements market has been categorized into South Africa, the UAE, Saudi Arabia, and the Rest of Middle East & Africa. South Africa dominated the Middle East & Africa brain health supplements market in 2022.

Agthia Group, Amway Corp, Biogen SA, and Teva Pharmaceutical Industries Ltd are some of the leading companies operating in the brain health supplements market in the region.

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