

Brain Health Supplements Market Report by Product (Natural Molecules, Herbal Extract, Vitamins and Minerals), Form (Tablets and Capsules, Powder, and Others), Distribution Channel (Supermarkets and Hypermarkets, Drug Stores, Online Stores, and Others), Application (Memory Enhancement, Attention and Focus, Depression and Mood, Sleep and Recovery, Anti-aging and Longevity, and Others), and Region 2025-2033

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Report description:

The global brain health supplements market size reached USD 6.7 Billion in 2024. Looking forward, IMARC Group expects the market to reach USD 13.3 Billion by 2033, exhibiting a growth rate (CAGR) of 7.55% during 2025-2033. At present, North America dominates the market owing to the increasing consumer awareness, high demand for cognitive enhancement products, a strong healthcare infrastructure, and growing investment in research operations by key companies targeting brain-related health issues. The rising awareness about mental health is driving more people to use these products regularly, which is stimulating the market growth.

Brain Health Supplements Market Trends:

Rising Focus on Cognitive Well-Being

With aging, there is increase in worry about sustaining mental acuity and clarity, especially as cognitive deterioration poses a greater issue. This growing awareness is driving the need for supplements aimed at boosting memory, concentration, and general brain wellness, as people seek to maintain their long-term mental abilities and avoid issues like memory impairment or cognitive deterioration. The increasing emphasis on mental health in older adults is resulting in a rise in the availability of supplements

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designed with components intended to enhance cognitive function. In March 2024, BioTRUST Nutrition introduced Eternal Mind, a supplement for cognitive support that includes Nutricog, VitaCholine, and phosphatidylserine. Clinical research indicates that this product improves memory, concentration, and mental sharpness, making it especially advantageous for older adults seeking evidence-based methods to tackle cognitive issues and safeguard brain health throughout aging.

Increasing Interest in Natural Ingredients

Consumers are seeking brain health supplements formulated with natural, plant-derived components, driven by growing concerns about synthetic additives and their potential long-term effects. This shift in consumer preference suggests a desire for healthier, safer products that are believed to offer cognitive benefits, such as improved focus, memory, and mental clarity, and are free from the risks typically associated with artificial ingredients or chemicals. Furthermore, the growth of natural supplements corresponds with the larger wellness movement, as people emphasize health-oriented decisions across all aspects of their lives. A significant instance of this trend is the June 2025 introduction of Memory Lift Supplement, which was officially released in the US, Australia, Canada, and additional markets. Memory Lift offers a natural, scientifically supported formula designed to enhance memory, concentration, and cognitive abilities, featuring essential components such as Bacopa Monnieri, Ginkgo Biloba, and Lion's Mane Mushroom, thereby increasing interest in plant-derived brain health options.

Introduction of Innovative Supplement Formats

Supplement companies are progressively developing new delivery methods to improve the convenience and attractiveness of brain health products. Formats like chewable supplements, powders, and functional foods are becoming more popular, as they offer consumers convenience and versatility in adding cognitive support to their everyday habits. These innovative formats are designed for those who want fast and easy options to enhance mental performance without the inconvenience of conventional pill forms. In August 2024, InfiniWell launched Smart Chocolate BPC-157, a supplement for brain health that includes Cognizin Citicoline. This remarkable dark chocolate item provides cognitive advantages, such as improved mental energy, concentration, and brain performance, all while presenting these perks through a nutrient-dense framework, rendering it a pleasurable and convenient option. Items such as Smart Chocolate illustrate the increasing trend of combining brain wellness with contemporary, convenient delivery methods to more effectively satisfy consumer demands.

Brain Health Supplements Market Growth Drivers:

Growing Prevalence of Mental Health Issues

The increasing occurrence of mental health problems is a major factor propelling the brain health supplements market. With the rise of issues such as stress, anxiety, and depression, people are increasingly looking for ways to enhance cognitive abilities and boost overall mental health. Higher awareness about how these issues affect brain health is encouraging many people to seek supplements that offer relief and assistance. The decreasing stigma related to mental health motivates individuals to openly discuss their issues and pursue proactive measures. This change is resulting in an increasing need for items that enhance mental clarity, alleviate stress, and boost mood. A key illustration of this trend is the introduction of Awshad's Myndshroom in 2024, a cognitive enhancement supplement containing Lion's Mane, Cordyceps, and L-theanine. Aimed at students, professionals, athletes, and individuals prone to cognitive decline, Myndshroom enhanced focus, clarity, and brain health, embodying the larger trend of mental wellness.

Technological Advancements and Scientific Validation

Continuous progress in neuroscience and nutrition is propelling the market for brain health supplements. Research shows the advantages of substances such as omega-3 fatty acids, plant extracts, and particular vitamins, leading to an influx of scientifically-supported products in the market. This expanding collection of proof backing the efficacy of these components enhances consumer confidence, resulting in greater acceptance of brain health supplements. Advancements in comprehending brain activity and the impact of supplements on cognitive enhancement are increasing consumer confidence in their buying choices. This scientific endorsement enhances the market's trustworthiness while also speeding up product development, providing more focused and efficient solutions. A notable case is SFI Health EMEA's introduction of Equazen in Portugal in February 2025. This product merges scientifically studied Omega-3 and Omega-6 fatty acids to enhance learning, concentration, and brain growth, broadening SFI's presence in the European cognitive health sector.

Shift Towards Preventive Healthcare and Holistic Wellness

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The growing trend of preventive healthcare and comprehensive wellness is catalyzing the demand for brain health supplements. Consumers are placing greater emphasis on maintaining long-term health rather than just addressing health problems as they arise. This active approach highlights preserving cognitive abilities with natural, health-focused products that enhance mental clarity, memory, and emotional stability. Brain health supplements, typically composed of vitamins, minerals, and herbs, are perceived as a proactive approach to maintaining mental acuity and slowing cognitive decline. This trend is transforming the way individuals view health, with supplements becoming an essential part of comprehensive wellness practices. A key illustration of this change is Neuriva's introduction in 2024 of its 30-Day Brain Health Challenge, motivating participants to establish a brain-enhancing routine through the Brain Gym app. The challenge related to Neuriva Ultra, which aimed to enhance seven essential indicators of brain health, consequently increasing the need for cognitive wellness products.

Global Brain Health Supplements Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with the brain health supplements market forecast at the global, regional, and country levels for 2025-2033. Our report has categorized the market based on product, form, distribution channel, and application.

Breakup by Product:

- Natural Molecules
- Herbal Extract
- Vitamins and Minerals

Natural molecules currently hold the largest brain health supplements market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes natural molecules, herbal extract, and vitamins and minerals. According to the report, natural molecules represented the largest market segmentation.

Natural molecules in brain health supplements, such as Lion's Mane and L-theanine, are gaining attention for their ability to enhance cognitive function and reduce stress, thereby promoting mental clarity and focus naturally.

Breakup by Form:

- Tablets and Capsules
- Powder
- Others

Tablets and capsules currently hold the largest brain health supplements market demand

The report has provided a detailed breakup and analysis of the market based on the form. This includes tablets and capsules, powder, and others. According to the report, tablets and capsules represented the largest market segmentation.

Tablet and capsule forms offer a convenient way to support cognitive function. For example, BioTRUST's Eternal Mind capsule enhances memory and focus with science-backed ingredients like Nutricog and VitaCholine.

Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Drug Stores
- Online Stores
- Others

Supermarkets and hypermarkets currently hold the largest brain health supplements market outlook

The report has provided a detailed breakup and analysis of the market based on the distribution channel. This includes supermarkets and hypermarkets, drug stores, online stores, and others. According to the report, supermarkets and hypermarkets represented the largest market segmentation.

Supermarkets and hypermarkets are key distribution channels offering a wide range of options for supplements. Stores like Walmart stock popular products, such as Neuriva, making cognitive support supplements easily accessible to everyday shoppers.

Breakup by Application:

- Memory Enhancement
- Attention and Focus

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- Depression and Mood
- Sleep and Recovery
- Anti-aging and Longevity
- Others

Memory enhancement currently holds the largest brain health supplements market outlook report

The report has provided a detailed breakup and analysis of the market based on the application. This includes memory enhancement, attention and focus, depression and mood, sleep and recovery, anti-aging and longevity, and others. According to the report, memory enhancement represented the largest market segmentation.

Brain health supplements for memory enhancement frequently feature ingredients like Bacopa Monnieri, known for improving recall. For example, Neuriva includes this extract, which has been shown to support memory and cognitive performance in various age groups.

Breakup by Region:

- North America
 - o□ United States
 - o□ Canada
- Asia-Pacific
 - o□ China
 - o□ Japan
 - o□ India
 - o□ South Korea
 - o□ Australia
 - o□ Indonesia
 - o□ Others
- Europe
 - o□ Germany
 - o□ France
 - o□ United Kingdom
 - o□ Italy
 - o□ Spain
 - o□ Russia
 - o□ Others
- Latin America
 - o□ Brazil
 - o□ Mexico
 - o□ Others
- Middle East and Africa

North America currently dominates the market

The brain health supplements market analysis report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, North America accounted for the largest market share.

As per the brain health supplements market analysis report, North America leads the market, driven by high consumer demand for cognitive enhancement products and advanced healthcare trends. For instance, in April 2024, Olly introduced a line of brain-boosting supplements. In line with this, Kyowa Hakko's Cognizin has been incorporated into various functional foods, reflecting innovation in the region. These developments highlight the focus of individuals across North America on improving mental health through advanced and diverse supplement offerings.

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Competitive Landscape:

The brain health supplements market research report has provided a comprehensive analysis of the competitive landscape. Detailed profiles of all major market companies have also been provided. Some of the key players in the market include:

- Accelerated Intelligence Inc.
- AlternaScript
- Aurobindo Pharma
- HVMN Inc.
- Liquid Health Inc.
- Natural Factors Nutritional Products Ltd.
- Onnit Labs Inc.
- Purelife Bioscience Co. Ltd.
- Quincy Bioscience LLC
- Reckitt Benckiser Group plc.
- Teva Pharmaceutical Industries Ltd.

Key Questions Answered in This Report

1. What was the size of the global brain health supplements market in 2024?
2. What is the expected growth rate of the global brain health supplements market during 2025-2033?
3. What has been the impact of COVID-19 on the global brain health supplements market growth?
4. What are the key factors driving the global brain health supplements market?
5. What is the breakup of the global brain health supplements market based on the product?
6. What is the breakup of the global brain health supplements market based on the form?
7. What is the breakup of the global brain health supplements market based on the distribution channel?
8. What is the breakup of the global brain health supplements market based on the application?
9. What are the key regions in the global brain health supplements market?
10. Who are the key players/companies in the global brain health supplements market?

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