

Strategic Insights into the Competitive Landscape Cognitive Supplements

*The Business Research Company's
Cognitive Supplements Global Market
Report 2024 – Market Size, Trends, And
Market Forecast 2024-2033*

LONDON, GREATER LONDON, UK, June 19, 2024 /EINPresswire.com/ -- The global market for cognitive supplements, also known as

nootropics or brain health supplements, is witnessing substantial growth, driven by increasing consumer interest in enhancing cognitive function and overall mental well-being. These supplements typically consist of a blend of vitamins, minerals, herbs, and other natural or synthetic compounds designed to improve memory, focus, and brain health.



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Market Size and Growth Trends

The cognitive supplements market was valued at \$0.43 billion in 2023 and is projected to grow to \$0.48 billion in 2024, reflecting a compound annual growth rate (CAGR) of 13.4% during this period. Factors contributing to this growth include heightened awareness of cognitive health benefits, rising adoption of nootropics, and increasing

stress levels among the global population.

Looking ahead, the market is expected to expand further, reaching \$0.81 billion by 2028, with a CAGR of 13.6%. This growth trajectory will be fueled by a growing prevalence of neurological disorders, expanding e-commerce platforms, and heightened consumer focus on mental wellness and brain health.

Explore the global cognitive supplements market with a detailed sample report:

https://www.thebusinessresearchcompany.com/sample_request?id=15147&type=smp

Emerging Trends and Innovations

Key trends shaping the cognitive supplements market include advancements in technology, increased adoption of natural and herbal ingredients, the rise of nootropic supplements, and the introduction of subscription-based models. Companies are increasingly focusing on sustainable



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sourcing practices to meet consumer demand for ethical and environmentally friendly products.

Key Players and Market Dynamics

Major companies driving innovation in the cognitive supplements market include Amway Corporation, Lonza Group AG, Glanbia PLC, and Herbalife Nutrition Ltd. These companies are leveraging personalized solutions such as subscription-based models to cater to individual preferences and ensure convenient access to supplements.

For instance, Estrid, a Sweden-based health company, launched April in May 2022, offering a line of vegan, subscription-based supplements designed in collaboration with industry experts. This approach aims to simplify wellness routines while emphasizing sustainability and consumer satisfaction.

Market Segmentation and Regional Insights

The cognitive supplements market covered in this report is segmented –

- 1) By Product Type: Natural Molecules, Herbal Extract, Vitamins And Minerals
- 2) By Form: Chewable, Capsules
- 3) By Distribution Channel: Supermarket, Medical Stores, Online Retail Stores, Other Distribution Channels

Access the complete report for an in-depth analysis of the global cognitive supplements market:

<https://www.thebusinessresearchcompany.com/report/cognitive-supplements-global-market-report>

[Cognitive Supplements Global Market Report 2024](#) from TBRC covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Cognitive Supplements Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [cognitive supplements market size](#), cognitive supplements market drivers and trends, cognitive supplements market major players, competitors' revenues, market positioning, and market growth across geographies. The cognitive supplements market report helps you gain in-depth insights on opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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About The Business Research Company

The Business Research Company has published over 27 industries, spanning over 8000+ markets and 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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