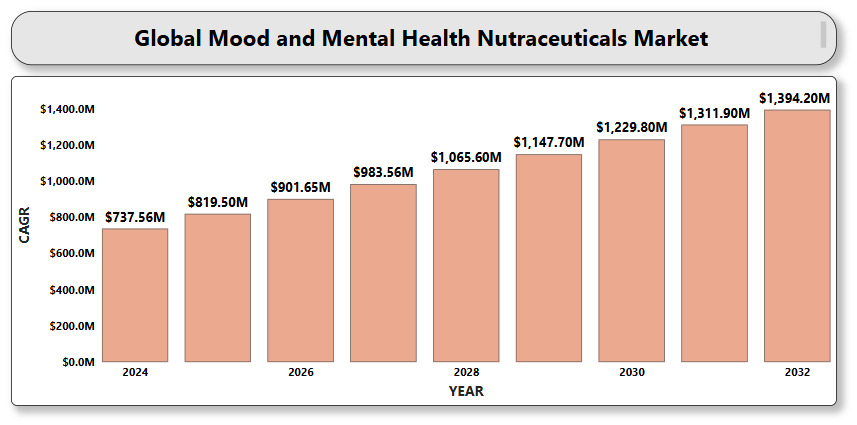
A close-up of hands holding a tablet and a pen

Description automatically generated**Global Mood and Mental Health Nutraceuticals Market**

According to Intelli, the Global Mood and Mental Health Nutraceuticals Market size was valued at USD 737.56Million in 2024 and is projected to reach USD 1,394.2 Million by 2032, growing at a CAGR of 8.78% during the forecast period 2024 to 2032.

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Mood and mental health nutraceuticals represent a rapidly growing segment within the wellness industry, driven by increasing awareness of the intricate link between nutrition and brain function. These products, which include vitamins, minerals, amino acids, herbal extracts, and functional foods, are designed to support emotional balance, reduce stress, improve sleep quality, and enhance cognitive performance. Ingredients commonly found in mood and mental health nutraceuticals, such as omega-3 fatty acids, magnesium, L-theanine, ashwagandha, and adaptogenic herbs like Rhodiola rosea, have garnered significant scientific attention for their ability to positively influence brain chemistry and emotional well-being. These compounds are known to support the regulation of key neurotransmitters such as serotonin and dopamine, help stabilize the body's stress hormone cortisol, and offer neuroprotective effects that contribute to long-term cognitive resilience. In response to the growing global burden of mental health issues, including rising rates of anxiety, depression, and burnout, particularly among younger individuals and high-pressure professional populations, there has been a marked shift toward holistic, non-pharmaceutical solutions. Consumers are increasingly seeking out these natural supplements not just as reactive measures, but as proactive tools for enhancing mood stability, reducing stress, and supporting overall mental clarity and vitality. This movement reflects a broader societal trend toward preventive wellness, where nutraceuticals are seen as both safe and effective components of a comprehensive mental health strategy. The appeal of mood and mental health nutraceuticals lies in their holistic approach, combining science-backed efficacy with fewer side effects, thereby filling a crucial gap in mental wellness strategies and reshaping the future of self-care.

**Global Mood and Mental Health Nutraceuticals Market Definition**

The Global Mood and Mental Health Nutraceuticals Market refers to the rapidly expanding industry focused on the development, production, and distribution of dietary supplements and functional foods specifically designed to support emotional well-being, cognitive function, and psychological resilience. This market includes a diverse array of natural A close-up of hands holding a tablet and a pen

Description automatically generatedingredients, such as vitamins, minerals, amino acids, botanical extracts, and adaptogenic compounds, formulated to address a variety of mental health concerns.

**Global Mood and Mental Health Nutraceuticals Market overview**

The Global Mood and Mental Health Nutraceuticals Market is driven by a combination of demographic, societal, and scientific factors. Rising awareness of the link between nutrition and mental well-being, coupled with the global surge in stress-related disorders, anxiety, depression, and sleep issues, has significantly increased demand for natural mental health solutions. A growing preference for non-pharmaceutical, preventive healthcare options, particularly among health-conscious consumers and younger demographics, is fueling market expansion. Advancements in neuroscience and clinical research supporting the efficacy of natural ingredients have further strengthened consumer confidence. In addition to health and scientific drivers, several social and commercial trends are also accelerating the growth of the Global Mood and Mental Health Nutraceuticals Market. The widespread availability of these products through e-commerce platforms has made it easier for consumers to access a broad range of supplements from anywhere in the world, often with personalized recommendations and user reviews. Changing lifestyle patterns, such as high-pressure work environments, sedentary habits, poor diet, and digital overexposure, have led to increased mental fatigue and stress, prompting more people to seek natural mood-enhancing solutions. Simultaneously, growing awareness and advocacy for mental health, driven by public campaigns and destigmatization efforts, have encouraged individuals to prioritize emotional well-being. Furthermore, companies are increasingly investing in workplace wellness programs that include mental health support, including the integration of nutraceuticals as part of broader employee health strategies. Together, these factors are creating a more receptive and expansive market landscape for mood and mental health supplements.

**Global Mood and Mental Health Nutraceuticals Market Segmentation**

The Global Mood and Mental Health Nutraceuticals Market can be segmented across several key dimensions, allowing for a detailed understanding of its structure and growth opportunities.

**Global Mood and Mental Health Nutraceuticals Market, By Product Type**

* **Dietary Supplements**
* **Herbal and Botanical Extracts**
* A close-up of hands holding a tablet and a pen

  Description automatically generated**Functional Foods and Beverages**

The Global Mood and Mental Health Nutraceuticals Market, by product type, is primarily dominated by dietary supplements, which hold the largest market share due to their convenience, wide availability, and strong consumer trust in capsule, tablet, and gummy formats. Herbal and botanical extracts form a significant segment as well, driven by the rising popularity of traditional and plant-based remedies, such as ashwagandha, Rhodiola rosea, and Ginkgo biloba, which are valued for their adaptogenic and neuroprotective properties. Meanwhile, the functional foods and beverages category is experiencing rapid growth, as consumers increasingly seek mood-enhancing benefits through everyday consumption formats like fortified teas, snack bars, yogurts, and beverages. This shift toward functional nutrition reflects a broader trend of integrating mental wellness into daily lifestyle habits, contributing to the dynamic expansion of this product segment.

**Global Mood and Mental Health Nutraceuticals Market, By Ingredient**

* **Vitamins & Minerals**
* **Omega-3 Fatty Acids**
* **Amino Acids**
* **Probiotics**
* **Adaptogens**

The Global Mood and Mental Health Nutraceuticals Market, by ingredient, features a diverse range of bioactive compounds, each contributing uniquely to mental well-being. Vitamins and minerals lead the category due to their essential role in maintaining neurological balance and supporting the production of mood-regulating neurotransmitters. Omega-3 fatty acids, particularly EPA and DHA, are widely used for their anti-inflammatory properties and their established link to improved mood, cognitive function, and reduced symptoms of depression. Amino acids such as L-theanine, tryptophan, and 5-HTP are gaining popularity for their ability to naturally boost serotonin levels and promote relaxation. Probiotics are an emerging yet rapidly growing segment, fueled by increasing awareness of the gut-brain axis and the impact of gut microbiota on emotional health. Adaptogens, including ashwagandha, Rhodiola rosea, and holy basil, are also gaining significant market traction for their ability to enhance the body's resilience to stress and promote a balanced mental state.

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Description automatically generated**Global Mood and Mental Health Nutraceuticals Market, By Application**

* **Stress**
* **Depression Support**
* **Sleep Enhancement**
* **Cognitive Function and Focus**
* **Mood Stabilization**
* **Anxiety Reduction**

The Global Mood and Mental Health Nutraceuticals Market, by application, is segmented based on the specific mental health needs these products aim to address. Stress management represents one of the largest and most established application areas, with consumers increasingly turning to natural supplements to cope with everyday stressors and improve resilience. Anxiety reduction and depression support are also major segments, driven by the growing prevalence of these conditions and a rising preference for non-pharmaceutical, holistic interventions. Sleep enhancement continues to see strong demand, as poor sleep quality is closely linked to mental health, prompting the use of ingredients like melatonin, magnesium, and calming herbs. Cognitive function and focus is a rapidly expanding application, particularly popular among students, professionals, and aging populations seeking improved memory, clarity, and mental performance. Lastly, mood stabilization products are gaining momentum as consumers seek consistent emotional balance and relief from mood swings.

**Global Mood and Mental Health Nutraceuticals Market, By Distribution Channel**

* **Online Retail/E-commerce**
* **Pharmacies and Drug Stores**
* **Health & Wellness Stores**
* **Supermarkets/Hypermarkets**
* **Direct Sales and Specialty Stores**

The Global Mood and Mental Health Nutraceuticals Market, by distribution channel, is increasingly shaped by evolving consumer buying behaviors and accessibility preferences. Online retail and e-commerce have become the leading distribution channels in the Global Mood and Mental Health Nutraceuticals Market, driven by their convenience, broad product selection, and the privacy they offer—particularly important for consumers seeking A close-up of hands holding a tablet and a pen

Description automatically generatedpersonalized solutions for mental wellness. Pharmacies and drug stores remain vital, serving those who prefer trusted, pharmacist-endorsed products and expert advice. Health and wellness stores appeal to a specialized, health-savvy customer base looking for premium or targeted nutraceutical options. Supermarkets and hypermarkets enhance product visibility and accessibility by integrating mental wellness supplements into regular grocery shopping routines. Direct sales and specialty stores continue to hold relevance by offering exclusive, high-quality formulations along with personalized consultations.

**Global Mood and Mental Health Nutraceuticals Market, By Region**

* **North America**
* **Europe**
* **Asia-Pacific**
* **Latin America**
* **Middle East & Africa**

The Global Mood and Mental Health Nutraceuticals Market, by region, reflects varying levels of market maturity, consumer awareness, and regulatory support across geographies. North America leads the market, driven by high consumer awareness, widespread mental health advocacy, and strong demand for natural, preventive health solutions, particularly in the United States. Europe follows closely, supported by a growing aging population, rising stress levels, and increasing government focus on mental well-being and functional nutrition. Asia-Pacific is emerging as the fastest-growing region, fueled by a large population base, increasing urbanization, rising mental health concerns, and the deep-rooted use of traditional medicinal systems like Ayurveda and Traditional Chinese Medicine. Latin America shows promising growth potential due to increasing health consciousness, improving healthcare infrastructure, and the gradual destigmatization of mental health issues. Meanwhile, the Middle East & Africa represent a developing market with growing opportunities, as awareness of mental wellness expands and access to nutraceutical products improves.

**Key Players**

The “Global Mood and Mental Health Nutraceuticals Market" study report will provide valuable insight emphasizing the Global market. The major players in the market Nestlé A close-up of hands holding a tablet and a pen

Description automatically generatedHealth Science, Amway, Pfizer, NOW Foods, Herbalife Nutrition, GNC Holdings, Nature’s Bounty, Nordic Naturals, Nutramax Laboratories, Garden of Life, BioGaia, Blackmores, Swisse, Himalaya Wellness, Gaia Herbs, Pharmavite, Nature Made, Thorne Research, Vital Proteins, Metagenics, NeuroScience Inc. among others. Our market analysis also entails a section solely dedicated to such major players wherein our analysts provide an insight into the financial statements of all the major players, along with product benchmarking and SWOT analysis.

**Key Developments**

* In 2025, Brightseed are at the forefront of innovation by using advanced AI to decode the complex networks of plant bioactives. Their technology enables the identification of previously unknown compounds that interact with key brain health pathways, paving the way for the creation of next-generation adaptogens and amino acid complexes with significantly enhanced bioavailability and targeted efficacy.
* In 2024, Nestlé Health Science introduced a comprehensive GLP-1 nutrition support platform, designed to deliver personalized nutritional solutions for individuals on GLP-1 receptor agonist therapy, a treatment increasingly linked to appetite regulation and metabolic health. This innovation holds significant relevance to mood and mental health, as balanced nutrition and stabilized blood sugar levels play a critical role in supporting emotional well-being, stress resilience, and cognitive function.

**Market Attractiveness**

The image of market attractiveness provided further helps to get information about the region leading in the Global Mood and Mental Health Nutraceuticals Market. We cover the major impacting factors driving the industry growth in the given region.

**Porter’s Five Forces**

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Description automatically generatedThe image provided would further help to get information about Porter's five forces framework providing a blueprint for understanding the behavior of competitors and a player's strategic positioning in the respective industry. Porter's five forces model can be used to assess the competitive landscape Global Mood and Mental Health Nutraceuticals Market, gauge the attractiveness of a particular sector, and assess investment possibilities.

A close-up of hands holding a tablet and a pen

Description automatically generatedTABLE OF CONTENT

**1** **INTRODUCTION OF** **GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET**

* 1. Overview of the market
  2. Scope of report
  3. Assumptions

1. **EXECUTIVE SUMMARY**
2. **RESEARCH METHODOLOGY**
   1. Data Mining
   2. Validation
   3. Primary Interviews
   4. List of Data sources
3. **GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET OUTLOOK**
   1. Overview
   2. Market Dynamics
      1. Drivers
      2. Restrains
      3. Opportunities
      4. Trends
   3. Portes Five FORCE Model
   4. Value Chain Analysis

**5 GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET, BY PRODUCT TYPE**

5.1 Overview

A close-up of hands holding a tablet and a pen

Description automatically generated5.2 Dietary Supplements

5.3 Herbal and Botanical Extracts

5.4 Functional Foods and Beverages

**6 GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET, BY INGREDIENT**

6.1 Overview

6.2 Vitamins & Minerals

6.3 Omega-3 Fatty Acids

6.4 Amino Acids

6.5 Probiotics

6.6 Adaptogens

**7** **GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET, BY APPLICATION**

7.1 Overview

7.2 Stress

7.3 Depression Support

7.4 Sleep Enhancement

7.5 Cognitive Function and Focus

7.6 Mood Stabilization

7.7 Anxiety Reduction

1. A close-up of hands holding a tablet and a pen

   Description automatically generated**GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET, BY DISTRIBUTION CHANNEL**
   1. Overview
   2. Online Retail/E-commerce
   3. Pharmacies and Drug Stores
   4. Health & Wellness Stores
   5. Supermarkets/Hypermarkets
   6. Direct Sales and Specialty Stores
2. **GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET, BY REGION**
   1. Overview
   2. North America
   3. Europe
   4. Asia-Pacific
   5. Latin America
   6. Middle East & Africa
3. **GLOBAL MOOD AND MENTAL HEALTH NUTRACEUTICALS MARKET LANDSCAPE**
   1. Overview
   2. Company Market Ranking
   3. Key Developments Strategies
4. **COMPANY PROFILES**

A close-up of hands holding a tablet and a pen

Description automatically generated**11.1 Nestlé Health Science**

* + 1. Overview
    2. Financial Performance
    3. Product Outlook
    4. Key developments
  1. **Amway**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  2. **Pfizer**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  3. **NOW Foods**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  4. **Herbalife Nutrition**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  5. A close-up of hands holding a tablet and a pen

     Description automatically generated**GNC Holdings**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  6. **Nature’s Bounty**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  7. **Nordic Naturals**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  8. **Nutramax Laboratories**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  9. **Garden of Life**
     1. Overview
     2. Financial Performance
     3. Product Outlook
     4. Key developments
  10. **BioGaia**
      1. A close-up of hands holding a tablet and a pen

         Description automatically generatedOverview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  11. **Blackmores**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  12. **Swisse**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  13. **Himalaya Wellness**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  14. **Gaia Herbs**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  15. **Pharmavite**
      1. Overview
      2. A close-up of hands holding a tablet and a pen

         Description automatically generatedFinancial Performance
      3. Product Outlook
      4. Key developments
  16. **Nature Made**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  17. **Thorne Research**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  18. **Vital Proteins**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  19. **Metagenics**
      1. Overview
      2. Financial Performance
      3. Product Outlook
      4. Key developments
  20. **NeuroScience Inc.**
      1. Overview
      2. Financial Performance
      3. A close-up of hands holding a tablet and a pen

         Description automatically generatedProduct Outlook
      4. Key developments

1. **KEY DEVELOPMENTS**
   1. Product Launches/Developments
   2. Merges and Acquisitions
   3. Business Expansions
   4. Partnerships and Collaborations
2. **Appendix**

13.1 Related Research