

Brain Health Functioning Food Beverage Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Functional Foods & Health Beverages (Food & Beverage)
> **Source:** https://www.mordorintelligence.com/industry-reports/brain-health-functioning-food-beverage-market(https://www.mordorintelligence.com/industry-reports/brain-health-functioning-food-beverage-market)
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 30.02 billion
Projected Forecast (2031)	USD 30.02 billion
Growth Rate (CAGR)	13.08 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

! [Major players in Brain Health Functioning Food Beverage industry](images/chart_2.png)

! [Brain Health Functioning Food Beverage Market Size](images/chart_3.png)

! [Brain Health Functioning Food Beverage Market Share by Product Type, 2025](images/chart_4.png)

! [Brain Health Functioning Food Beverage Market Share by Distribution Channel, 2025](images/chart_5.png)

! [Brain Health Functioning Food Beverage Market Growth Rate by Region](images/chart_6.png)

! [Brain Health Functioning Food Beverage Market Concentration](images/chart_7.png)

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! [GPTW](images/chart_19.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2021 - 2031
|

Market Size (2026)
|

USD 30.02 Billion
|

Market Size (2031)
|

USD 55.08 Billion
|

Growth Rate (2026 - 2031)
|

13.08 %
|

Fastest Growing Market
|

Asia-Pacific
|

Largest Market
|

North America
|

Market Concentration
|

Low
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Brain Health Functioning Food Beverage Market Analysis by Mordor Intelligence

The brain health functioning food beverage market was valued at USD 27.28 billion in 2025 and is estimated to reach USD 30.02 billion in 2026. It is projected to reach USD 55.08 billion by 2031, registering a CAGR of 13.08% during the 2026–2031 forecast period. Demand is expanding beyond products designed for older consumers, as working professionals, students, and parents increasingly seek nutrition products that support cognitive performance and development. Functional foods, beverages, and supplements provide multiple consumption occasions and retail price points, supporting market growth even when individual products face pricing pressures. Product developers are increasingly adopting delivery formats that integrate seamlessly into daily food and beverage routines.

Key Report Takeaways

- * By product type, functional foods held 45.13% of the brain health functioning food beverage market share in 2025, while nutritional bars and supplements are forecasted to grow at a 15.07% CAGR during 2026–2031.
- * By ingredient, omega-3 fatty acids held 30.12% of the brain health functioning food beverage market share in 2025, while amino acids and peptides are forecasted to grow at a 13.71% CAGR during 2026–2031.
- * By distribution channel, off-trade accounted for 65.11% of the brain health functioning food beverage market in 2025, while on-trade distribution is forecasted to grow at an 11.22% CAGR during 2026–2031.
- * By geography, North America accounted for 38.81% of the brain health functioning food beverage market in 2025, while Asia-Pacific is forecasted to grow at a 14.01% CAGR during 2026–2031.

Key Market Trends

Global Brain Health Functioning Food Beverage Market Trends and Insights

Drivers Impact Analysis*

Driver
|

(~) % Impact on CAGR Forecast
|

Geographic Relevance
|

Impact Timeline
|

Rising preventive cognitive wellness adoption

|

+3.2%

|

Global, strongest in North
America and Europe
|

Long term (≥ 4 years)
|

Growth of convenience-led functional nutrition

|

+2.3%
|

Global, North America and
Asia-Pacific

|

Medium term (2-4 years)

|

Aging population and demand for healthy cognitive aging

|

+2.7%

|

Asia-Pacific, Europe, and North America

|

Long term (≥ 4 years)

|

Expansion of natural nootropic and adaptogenic products

|

+1.9%

|

Global, strongest in North America and growing in India and Southeast Asia

|

Medium term (2-4 years)

|

Growth of gut-brain and psychobiotic products

|

+1.5%

|

Global, with early gains in Japan, South Korea, and Germany

|

Medium term (2-4 years)

|

Rising brain-performance demand among knowledge workers, students and gamers

|

+1.6%

|

Global, particularly North America and Asia-Pacific

|

Short term (≤ 2 years)

|

Source: Mordor Intelligence

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Competitive Landscape

Competitive Landscape

The brain health functioning food beverage market is fragmented, with large consumer goods, nutrition, and healthcare companies competing alongside specialized brain health and functional nutrition brands. Companies with extensive distribution networks leverage established relationships with supermarkets, pharmacies, specialty retailers, and direct-to-consumer channels. Specialized brands differentiate themselves through targeted formulations designed to support cognitive performance, stress resilience, memory, focus, and healthy aging. Functional food and beverage companies further broaden the competitive landscape by incorporating brain-supporting ingredients into everyday products, including snacks, bars, beverages, cereals, and fortified foods.

Formulation quality, ingredient selection, scientific substantiation, and delivery technologies are increasingly important competitive factors. Companies are adopting technologies such as liposomal delivery, enteric coating, microencapsulation, and nanoemulsification to enhance ingredient stability, absorption, and targeted delivery. Products containing omega-3 fatty acids, vitamins and minerals, phospholipids, choline, nootropics, adaptogens, probiotics, and amino acids are increasingly competing on specific benefit propositions. Companies that combine differentiated formulations with credible scientific evidence and transparent ingredient sourcing can secure stronger premium positioning than those offering commodity-focused products.

Digital engagement, personalization, convenience, and consumer education are creating new competitive dimensions in the market. Direct-to-consumer brands leverage personalized recommendations, subscription models, and educational content to strengthen consumer relationships and encourage repeat purchases. At-home wellness assessments, microbiome-based recommendations, and personalized nutrition platforms enable tailored product selection. On-trade channels and functional beverage formats provide opportunities for product trials and consumer education, particularly for newer ingredients. Smaller, science-focused companies compete through ingredient transparency, specialized formulations, and targeted positioning, while larger companies benefit from economies of scale, extensive distribution networks, and established brand recognition.

Brain Health Functioning Food Beverage Industry Leaders

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PepsiCo, Inc.

*

Unilever PLC

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Abbott Laboratories

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Amway Corp.

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Herbalife Nutrition Ltd.

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*Disclaimer: Major Players sorted in no particular order

Global Brain Health Functioning Food Beverage Market Report Scope

The brain health functioning food beverage market includes foods, beverages, and supplements formulated with ingredients that support cognitive function, memory, focus, mental clarity, mood, stress management, and overall brain health. It covers functional foods such as bakery products, dairy products, cereals and grains, baby food, and nutritional bars and snacks, beverages including energy and focus drinks, functional waters, Ready-to-Drink teas and coffees, nootropic shots, and functional juices and smoothies; and supplements in various formats. The market includes key ingredient categories such as omega-3 fatty acids, vitamins and minerals, antioxidants, herbal nootropics, adaptogens, probiotics, and caffeine. It is analyzed across on-trade and off-trade distribution channels and covers North America, Europe, Asia-Pacific, South America, and the Middle East and Africa, with country-level analysis of major markets and rest-of-region categories.

By Product Type

Functional Foods
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Bakery Products
|

|

Dairy Products
|

|

Cereals and Grains
|

|

Baby Food
|

|

Nutritional Bars and Snacks
|

Beverages
|

Energy and Focus Drinks
|

|

Functional Waters
|

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Ready-to-Drink Teas

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Ready-to-Drink Coffees

|

|

Nootropic Shots

|

|

Functional Juices and Smoothies

|

Brain Health Supplements

Capsules and Tablets

Gummies and Chewables

Powders and Sachets

Softgels and Liquid Formats

Segmentation Accordion Item

By Geography

North America

United States
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Canada
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Mexico
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Rest of North America
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Europe
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United Kingdom
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Germany

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France

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Italy

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Spain

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Netherlands

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Poland

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Belgium

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Sweden

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Rest of Europe

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Asia-Pacific
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China
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Japan
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India
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Australia
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Indonesia

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South Korea

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Thailand

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Singapore

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Rest of Asia-Pacific

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South America

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Brazil

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|

Argentina

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Colombia

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Chile

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Peru

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Rest of South America

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Middle East and Africa

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South Africa

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Saudi Arabia

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United Arab Emirates
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Nigeria
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Egypt
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Morocco
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Turkey
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Rest of Middle East and Africa

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Frequently Asked Questions

What is the market size of brain health functioning food beverage market?

The brain health functional food and beverage market was valued at USD 27.28 billion in 2025 and is estimated at USD 30.02 billion in 2026. The market is projected to reach USD 55.08 billion by 2031, registering a CAGR of 13.08% during the forecast period (2026–2031).

Which ingredient category is growing fastest?

Amino acids and peptides are forecast to grow at a 13.71% CAGR during 2026–2031.

Which region has the largest position?

North America held 38.81% of revenue in 2025, supported by established supplement retail and diverse consumer demand.

Which region is expected to grow the fastest?

Asia-Pacific is forecast to grow at a 14.01% CAGR during 2026–2031, supported by urbanization, rising incomes, and familiarity with traditional botanicals.