Euromonitor International

The Evolution of the Mental Health Landscape in Consumer Health

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INTRODUCTION

Key findings

AN EPIDEMIC OF STRESS

Sources behind the epidemic of stress
Consumers' stress baseline is high; women are more stressed than men
Younger consumers report pronounced effects from stress and anxiety
The centrality of mental health on overall perspectives of health
Younger consumers more active in reducing stress

THE STATE OF MENTAL HEALTH SUPPLEMENTS

Consumers rate vitamins and dietary supplements highly when addressing mental health
Mood/Relaxing positioned supplements seeing surging growth since COVID-19
Mental health supplements are niche in most markets; global sales led by US and China
Consumers looking for mental health solutions, are not happy with their current approach
Ineffectiveness is the number one reason for consumer migration to other solutions

MENTAL HEALTH'S ROLE IN OTHER HEALTH ISSUES

Concern for mental health coincides with elevated concern for other health issues
Consumer segmentation: Needs of consumers facing high/extreme stress, 15-29
Consumer segmentation: Needs of consumers facing high/extreme stress, 30-44
Consumer segmentation: Needs of consumers facing high/extreme stress, 45-59
Consumer segmentation: Needs of consumers facing high/extreme stress, 60+
The pernicious cycle of stress and sleeping problems
High/extreme stress corresponds with poor sleep around a range of habits
The emerging revolution of stress + sleep products
Stress and sleep and the integration with immune support
Weight management and the interplay with stress
Ineffectiveness of weight management solutions dissuade high-stress consumers
Digestive health an emerging area to combine with stress relief
Improving science in gut-brain axis opens new era for probiotics growth
Mental health and cognition combinations to address the factors inhibiting focus
The next wave of mental health supplement blends

ANALYSING THE ONLINE MARKETPLACE FOR MENTAL HEALTH PRODUCTS

Adaptogenic products overwhelmingly tilt to consumer health
Powders and capsules are the most popular formats for adaptogenic supplements
Ashwagandha the clear adaptogen leader, but the market has a dynamic range of ingredients
Benefit blends dominate the marketplace for mental health supplements

IMPLICATIONS FOR FUTURE GROWTH

What to focus on to prepare for the next evolution of mental health products
Key takeaways

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/the-evolution-of-the-mental-health-landscape-in-consumer-health/report.